

It is all about power

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• FUSION: HOW INTEGRATING BRAND AND CULTURE POWERS THE WORLD'S GREATEST COMPANIES

(Nicholas Brealey, Rs 499) by *Denise Lee Yohn* could turn out to be immensely helpful for budding entrepreneurs. According to the author, who has decades of experience in guiding top international companies through brand-building exercises, one of the cardinal mistakes that any organization can make is to have a dissonance between its internal culture and brand identity. Yohn emphasizes that in a world where more and more companies are opting for "increasingly diverse, divided, and distributed work environments", having a set of core values has become all too important. It separates the leading companies from the pack.

