Podcast
The athletics brand is facing a gender discrimination lawsuit at a time when culture is becoming closely intertwined with branding.

Author
Corinne Ruff @corinnesusan

Published
Aug. 20, 2018

Share it
Welcome to Conversational Commerce, the podcast where we break down the biggest retail news and trends with executives, thought leaders and the Retail Dive team. You can check out all our episodes here and listen on iTunes or Stitcher.

Corporate culture — on paper, these two words are enough to make anyone's eyes roll.

But lately, the phrase has become much more than just a buzzword. It's something that executives are talking about more, considering that having a purposeful and healthy culture is essential to running an operational business, especially in an age when culture is closely intertwined with branding.

This time on the podcast, we break down how a recent discrimination lawsuit against Nike may
affect the brand's reputation with female employees, and customers.

**How to capture more back-to-school sales**

Last year, the back-to-school market grew 10%, reaching $83.6 billion. Discover how to build a vast shopper network—both online and off—that captures more back-to-school revenue in this webinar.

**Learn more**

It's not just about Nike, though. As culture and brand leadership expert Denise Lee Yohn notes, the industry as a whole has a culture problem. The good news, though, is that more people are talking about what they want their culture to be, and how to get there. On the show, Yohn shares a number of tips on how retailers and brands can fuse their brand purpose and mission statement to promote a more positive work culture.

You'll hear all this and more in this episode, so sit back, relax and listen. You can stream the episode below or subscribe on iTunes or Stitcher.

Follow Corinne Ruff on Twitter

Filed Under: Conversational Commerce

Top image credit: Retail Dive