

Company Culture Hackathon

 soundcloud.com/user-683771911/denise-lee-yohn-on-the-power-of-culture-brand-fusion

As a business leader you are most probably working with both developing and executing your company strategy. In this podcast you will learn about the impact of fusing together your organisation's two nuclei: your culture and your brand identity.

Denise Lee Yohn is one of the world's leading experts in the field of building brands, a speaker and author of several books including What Great Brands Do. Her latest book is called Fusion and it explores how integrating brand and culture powers the world's greatest companies. She has been a regular contributor to the Harvard Business Review blog and Forbes and has been a sought-after writer for publications including Fast Company, Entrepreneur, Knowledge@Wharton, among others.

We had the privilege of interviewing Denise and we are happy to share her insights on culture brand fusion with you.