

Should you rebrand? | SmartBrief

smartbrief.com/original/2019/06/should-you-rebrand

June 9,
2019



We're thrilled to offer SmartBrief readers the first video in what will be a monthly series from brand leadership expert Denise Lee Yohn. In this video, she discusses the three reasons why you should rebrand -- and how you should prepare for a rebranding.

Check out her [YouTube channel](#) and [SmartBrief archive](#) for more.

Denise Lee Yohn is an author and brand expert who has become an in-demand keynote speaker, inspiring business leaders around the world to improve their brands. Her keynote presentations have captivated international audiences at conferences including the Consumer Electronics Show, The Art of Marketing, the National Restaurant Show, and American Marketing Association, among others. Visit her [blog](#), sign up for her [newsletter](#), buy her [book](#) and connect with her on .

SmartBrief offers more than 200 newsletters, including [SmartBrief on Leadership](#) and [ANA SmartBrief for Marketing Leaders](#).