

Does your brand measure up?

smartbrief.com/original/2019/08/does-your-brand-measure

August 12,
2019



How much value is your brand creating for you? Your brand should establish and maintain your competitive advantage, it should help you command a price premium, and your brand should help win customers' loyalty.

Watch this new video in my series on brand leadership for SmartBrief and rate your brand on five dimensions of brand power -- including how differentiating your brand is and how sustainable it is. You'll get a good idea of how well your brand measures up – and what to do to shore up brand strength.

To learn more from Yohn or to book her to inspire and empower your organization, see her website and YouTube channel.

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