

Denise Lee Yohn On The Brands To Watch In 2020 – This Week’s Six Pixels of Separation Podcast

 sixpixels.com/articles/archives/denise-lee-yohn-on-the-brands-to-watch-in-2020-this-weeks-six-pixels-of-

Mitch Joel

December 15,
2019

Episode #701 of Six Pixels of Separation is now live and ready for you to listen to.

What brands should you pay attention to in the coming year? [Denise Lee Yohn](#) is the go-to person when it comes to thinking about branding. Recently, she published her list of [Brands To Watch In 2020](#). In her [Forbes](#) article, Denise names one brand per letter of the alphabet. The list includes [Amazon](#) and [Facebook](#) (of course), as well as non-tech sector newsmakers like [Nike](#) and [LVMH](#). Within the article are some unconventional takes on brands in the areas of privacy, mobility, and even masculinity. Denise’s last business book, [Fusion – How integrating brand and culture powers the world’s greatest companies](#), came out in 2018, and it followed her work on what it takes to not only stand out, but constantly deliver a great brand experience for customers. When it comes to brands doing things right – constantly and consistently – I always think of the work that Denise Lee Yohn is doing. From her first book, [What Great Brands Do – The Seven Brand-Building Principles That Separate The Best From The Rest](#), to the article she authored for the [Harvard Business Review](#) titled, [Start-Ups Need a Minimum Viable Brand](#), then came [Extraordinary Experiences](#), that profiled seven popular, powerful retail and restaurant brands. Denise is a brand thinking juggernaut. Brands have changed dramatically... and will continue to evolve. Enjoy the conversation...

You can grab the latest episode of Six Pixels of Separation here (or feel free to subscribe via [iTunes](#)): [Six Pixels of Separation #701](#).