BOOK STUDY COURSES
With Author and Keynote Speaker Denise Lee Yohn

What Great Brands Do
The Seven Brand-Building Principles that Separate the Best from the Rest

Listed among Top Marketing Books by Inc. and praised by Publisher’s Weekly, bestseller What Great Brands Do paves a clear and accessible path to building a world-class brand. Discover how top brands from Apple to Zappos avoid selling products and don’t chase customers to increase customer loyalty, grow their profit margins, and build businesses that lead and endure.

FUSION How Integrating Brand and Culture Powers the World's Greatest Companies

Named one of the best business books by strategy+business and endorsed by Adam Grant and Ken Blanchard, FUSION provides a roadmap for increasing your competitiveness, creating measurable value for customers & employees, and future-proofing your business by integrating and aligning your external brand identity and internal company culture.

Each six-week course includes

- Pre-reading assignments of 1-2 chapters and discussion questions per week
- Weekly one-hour video calls with Denise
  - Discuss questions & topics of your choice from the book
  - Review your individual or group results from the assessment in the book
  - Get instructions on using tools and methods in the book
- Notes after each call synthesizing the discussion & implications

PLUS... Additional articles and resources from Denise

$4,500 per course
- Plus $25 per hardcover copy signed by Denise (optional)
- Up to 15 participants per course

Get insider insights and tailored guidance for your organization!

Denise Lee Yohn is the go-to expert on brand leadership for national media outlets, an in-demand keynote speaker and consultant, and an influential writer. http://deniseleeyohn.com

917 446 9325
mail@deniseleeyohn.com