

[Podcast] How to Integrate Brand and Culture for Business Success with Denise Lee Yohn

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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. She is the author of the bestselling book What Great Brands Do: The Seven Brand-Building Principles that Separate the Best from the Rest and the new book FUSION: How Integrating Brand and Culture Powers the World's Greatest Companies.

In this episode, you will learn exactly that – how to integrate brand & culture into your company for massive success!

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Show Notes

- [Fusion](#) (Amazon)
 - [What Great Brands Do](#) (Amazon)
 - [Denise's Website](#)
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