



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

*Denise Lee Yohn*

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### Discover proven strategies for building powerful, world-class brands

It's tempting to believe that brands like Apple, Nike, and Zappos achieved their iconic statuses because of serendipity, an unattainable magic formula, or even the genius of a single visionary leader. However, these companies all adopted specific approaches and principles that transformed their ordinary brands into industry leaders. In other words, great brands can be built—and Denise Lee Yohn knows exactly how to do it. Delivering a fresh perspective, Yohn's *What Great Brands Do* teaches an innovative brand-as-business strategy that enhances brand identity while boosting profit margins, improving company culture, and creating stronger stakeholder relationships. Drawing from twenty-five years of consulting work with such top brands as Frito-Lay, Sony, Nautica, and Burger King, Yohn explains key principles of her brand-as-business strategy.

- Reveals the seven key principles that the world's best brands consistently implement
- Presents case studies that explore the brand building successes and failures of companies of all sizes including IBM, Lululemon, Chipotle Mexican Grill, and other remarkable brands
- Provides tools and strategies that organizations can start using right away

Filled with targeted guidance for CEOs, COOs, entrepreneurs, and other organization leaders, *What Great Brands Do* is an essential blueprint for launching any brand to meteoric heights.

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