



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

By Denise Lee Yohn

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**What Great Brands Do: The Seven Brand-Building Principles that Separate the Best from the Rest** By Denise Lee Yohn

**Discover proven strategies for building powerful, world-class brands in this 800CEOREAD bestseller** 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 GE, IKEA, 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, and named as one of *Inc. Magazine's* Top Marketing Books of 2014, *What Great Brands Do* is an essential blueprint for launching any brand to meteoric heights.

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### Editorial Review

Amazon.com Review

### Q&A with Denise Lee Yohn, author of *What Great Brands Do*



Denise Lee Yohn

#### **How will *What Great Brands Do* help us run better businesses?**

Too many companies waste time, energy, and money on advertising and marketing their brands, only to have their efforts fall short. I want to show a different and more effective and sustainable way to build a brand—the way the greatest brands do.

#### **What differentiates a great brand from a merely good one?**

Most traditional branding efforts create an image to serve as the "face" of a company—a look and tagline to promote a business, or a new advertising or social media campaign to reinvigorate it—but these activities simply serve to express a brand. Great brands execute their brands, elevating the brand from an external-facing message to a strategic tool for managing the business. They use their brand to shape their culture, focus their core operations, and design their customer experiences. This brand-as-business approach has proven to be far more effective than "branding."

#### **What can stand in the way of implementing the brand-as-business approach?**

Some business leaders think of brands only in terms of messages and marketing tactics because that's all they know. Others want a quick fix and would rather change what they say about themselves rather than actually change. Still others understand the full business value of a brand but lack the tools and methods to realize it. *What Great Brands Do* will educate the first group, persuade the second, and equip the last.

#### **Why is rethinking our approach to brand-building so critical today?**

In practically every sector, competition is intensifying. Companies must differentiate themselves in substantive ways and deliver real value to customers. At the same time, those consumers are savvier than ever, and they're equipped with tools that enable them to see beneath a veneer that a company puts up. Image and reality must be closely aligned. Finally, advertising budgets are getting squeezed, but expectations for brand awareness and preference remain. The solution to all of these pressures is an integral brand strategy.

### **Who needs to read this book?**

*What Great Brands Do* is for CEOs, COOs, entrepreneurs, and other leaders—people who have the responsibility, and the desire, to grow their organizations. My book challenges the conventional rhetoric about brands and teaches the most essential brand-building principles and tools for running a better business.

### **Review**

Yohn, a branding consultant and speaker, with an all-star client list that includes Sony, Frito-Lay, and Burger King, knows exactly what it takes to raise a brand to the top and keep it there. Here she shares techniques that can elevate a brand to icon status. She explores how a great company can avoid obsolescence by using its brand as a management tool to fuel, align, and guide its people and initiatives. The eponymous seven brand-building principles are each given a chapter: start with a brand-building corporate culture; ignore trends; don't chase customers; commit and stay committed; and avoid selling products. Yohn's exercises, tools, and action steps will help elevate the conversation and undoubtedly enhance any company's focus on branding. In addition to case studies that feature Google, Trader Joe's, IBM, and Shake Shack, Yohn provides her most valuable recommendations in her "Brand as Business" chapter, which ties together the seven principles and shows how to integrate them to produce growth and brand strength. Yohn's book is helpful reading for executives and managers at all levels, and it will guide the next generation of great brands. (Jan.) (*Publishers Weekly*, December 2013)

### **Review**

"With her finger on the pulse of today's competitive business landscape, Denise Lee Yohn knows more than most how to create, sustain, and leverage a great brand. Her writing style coaches readers in a warm and conversational way as she offers up-to-the-minute advice, inspiring examples of organizations that have done it right, and cautionary tales of some who haven't. If you care about building your brand to grow your business, you can't afford *not* to read *What Great Brands Do* by Denise Lee Yohn."

—**Ken Blanchard, coauthor, *The One Minute Manager* and *TrustWorks!***

"Every leader—from CEOs and CMOs to start-up entrepreneurs—will find Denise's seven brand-building principles inspirational and immediately useful.???I wish Denise had written *What Great Brands Do* five years earlier—I would have made it required reading for all P&G brand builders!"

—**Jim Stengel, former global marketing officer, P&G, and author, *Grow***

"The Internet has resulted in an explosion of options for consumers, and never before have brands and branding been more vital to the future of a commercial enterprise. Denise Lee Yohn has bottled the elixir of brands and the magic behind brands in this book."

—**Om Malik, founder, GigaOM**

"Denise Lee Yohn beautifully highlights some of the most beloved brands and how they've separated themselves from the rest by creating an emotional connection between the organization and its stakeholders. When employees, vendors, customers, and the community feel like a part of the brand, that's when the magic

happens."

—**Kip Tindell, chairman and CEO, the Container Store**

"The seven brand-building principles of *What Great Brands Do* represent a provocative view of branding. You will look at brand building with new eyes."

—**David Aaker, vice-chairman, Prophet, and author, *Brand Relevance***

"Chock full of astute insights, compelling case studies, and practical tools, *What Great Brands Do* demystifies the brand-building process and shows business leaders how to revitalize and strengthen their brands."

—**John Gerzema, executive chairman, BAV Consulting, and coauthor, *New York Times* bestseller *The Athena Doctrine* and *The Brand Bubble***

"If, like me, you've never been a 'brand person,' let Denise Lee Yohn be your guide in building your brand into your business. Follow her principles, embrace her tools, and execute through every single thing you do. As she taught me, that's what great brands do."

— **B. Joseph Pine II, coauthor, *The Experience Economy* and *Authenticity***

"While brands have become increasingly complex and challenging to manage, Denise has done a terrific job of breaking down what matters in building brands that don't just thrive, but win."

— **Scott Davis, chief growth officer, Prophet, and author, *Building the Brand-Driven Business***

## **Users Review**

### **From reader reviews:**

#### **Todd Crain:**

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