

DENISE LEE YOHN



- Go-to expert on brand-building for CNBC, NPR, FOX Business TV & more
- Regular contributor to *Harvard Business Review* and *Forbes*
- Author of the best-selling book *What Great Brands Do* & the upcoming book *FUSION*
- Former VP/GM Brand & Strategy at Sony
- Advisor to world-class companies including Frito-Lay and Oakley
- Leading authority on positioning exceptional brands & building great organizations

NEW BOOK

FUSION:

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

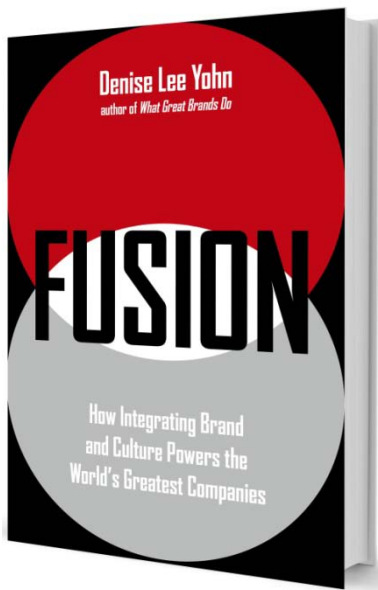
When a company's internal culture and external brand identity are interdependent and mutually-reinforcing, the outcome is consistently phenomenal results. Like the large amount of energy that is released when two atomic nuclei are fused together, brand-culture fusion increases your competitive advantage and enables your organization to grow and thrive.

Available March, 2018

Published by Nicholas Brealey, an imprint of Hachette Books

Supported by a national PR campaign

Hardcover, e-book & audio book



NEW TOPIC

POWER YOUR PERFORMANCE: Unleash the Combined Force of Brand & Culture

Forget everything you think you know about workplace culture! You don't need perks and parties. You need engaged employees who produce the right results and help you build a great brand.

Denise Lee Yohn shows you how to infuse your culture with your core brand values and align your people with your unique brand identity, so you produce a healthy organization and a valuable brand. Based on her highly-anticipated upcoming book, *FUSION*, Denise shares the secrets behind the world's greatest organizations and lays out the leadership playbook for achieving the brand-culture fusion you need to power your performance and future-proof your business.

NEW TOPIC

IGNITE EXPERIENCE: Combine CX & EX to Fuel Your Growth

Customer experience is the new competitive battlefield where customer loyalty is won or lost. And among employees, the war for talent is intensifying. How do you win on both fronts? Denise Lee Yohn shows you how to align and integrate your employee and customer experiences—and unleash their combined power to fuel your growth.

Learn how to design and deliver employee experiences that fully engage your people and translate into customer experience excellence. Denise lays out the complete game plan you need to win the hearts and minds of customers and employees.

"A stimulating and enriching learning experience... excellent and generous interactions"

"Attendees were blown away"

"A ton of best practices that we can implement right away"

"Hands down, the best presentation in the entire conference"

"Not only inspiring but highly actionable"

