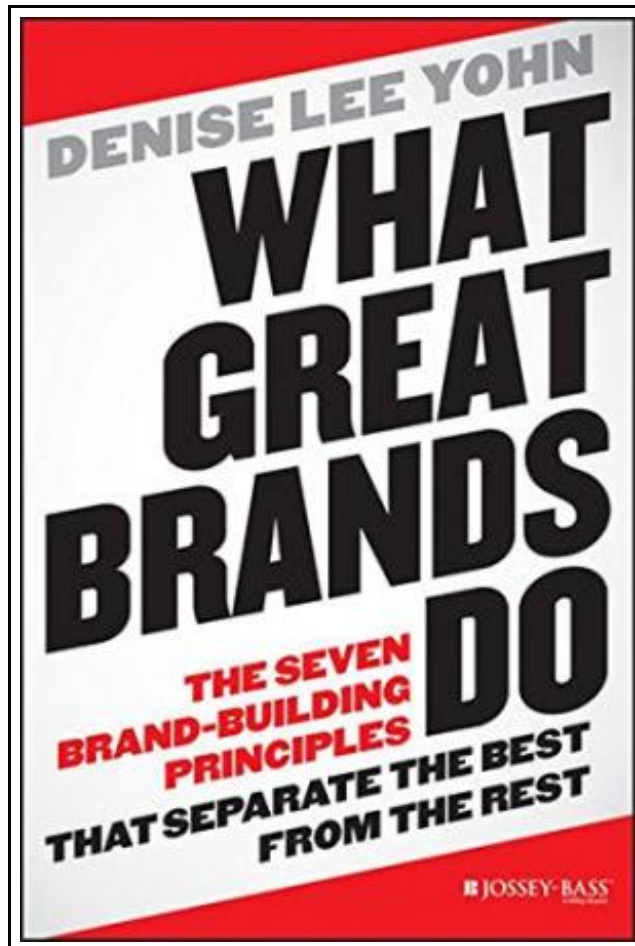


What Great Brands Do: The Seven Brand-Building Principles That Separate the Best from the Rest



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Reviews

A whole new eBook with a brand new point of view. It is definitely simplistic but shocks in the 50 percent of the publication. I am just pleased to explain how this is the greatest ebook i have read during my very own daily life and could be he best ebook for possibly.
(Mitchell Kuhn III)

WHAT GREAT BRANDS DO: THE SEVEN BRAND-BUILDING PRINCIPLES THAT SEPARATE THE BEST FROM THE REST



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Jossey-Bass. Hardcover. Book Condition: New. Hardcover. 272 pages. Dimensions: 9.1in. x 6.1in. x 1.0in. Discover proven strategies for building powerful, world-class brands Its 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 worlds 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. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Hardcover.



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