



Denise Lee Yohn Program Description

Brand Leadership

You know how great brands dominate their fields. You experience it every time you pay a premium for a certain type of jeans, or see a line of people camping out to catch the newest smart phone release.

Brand expert Denise Lee Yohn shows you how to achieve rock star brand status. Drawing from case studies, analyses, and interviews with brand leaders from the world's leading brands, she shows you what great brands do and how to achieve the kind of brand leadership that everyone -- from customers to employees to investors -- wants a piece of.