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They don't often talk about that
"something" specifically in terms of brand-
culture fusion, but, as author Denise Lee
Yohn reveals, aligning and integrating
their brands and cultures is precisely how

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they've achieved their successes.
Independently, brand and culture are
powerful, unsung business drivers.

FUSION, new book by brand expert
Denise Lee Yohn

Achieving brand-culture fusion must be

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strategic and intentional, and to that end, FUSION teaches readers how to:

- Forget writing a mission statement -- instead identify a single overarching purpose and one set of core values
- Determine your desired culture – the unique culture that will support your brand identity

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Independently, brand and culture are
powerful, unsung business drivers. But
Denise shows that when you fuse the two
together to create an interdependent and

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mutually reinforcing relationship between
them, you create organizational power that
isn't possible by simply cultivating one or
the other alone.

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brealey 2018 to successfully fuse your
culture and brand start by identifying the
brand type that your brand falls into if you
know the general type of your brand youll
then be able to

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Integrating brand and culture is even more critical if you're B2B (19:30): "The need for brand culture fusion might be even stronger in B2B, especially B2B organizations that are services. If you're

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talking about industrial manufacturers,
that may be a little less the case, but for
software providers, consultants, agencies,
financial institutions, etc., so much of the
value you're delivering ...

Brand Management - How to Integrate

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Brand and Culture (and ... The Worlds
Denise is an author, speaker, and
consultant on building great brands and
enduring organizations. The interview that
follows is based on Denise's latest book,
titled, Fusion, How Integrating Brand and
Culture Powers the World's Greatest
Companies which was just released.

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Brand-culture fusion has the potential to

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improve the competitiveness and
accelerate the growth of almost any
organization, regardless of its size or type,
including: B2B (business-to-business)
companies : The integration and alignment
of brand and culture is critical in B2B
organizations because employees are
highly involved with customers during the

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sales process and throughout the product
service and support cycle.

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companies. When business leaders align and integrate culture and brand, they increase their competitive advantage, create measurable value for customers and employees, and future-proof their businesses. that isn't possible by simply cultivating one or the other alone.

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