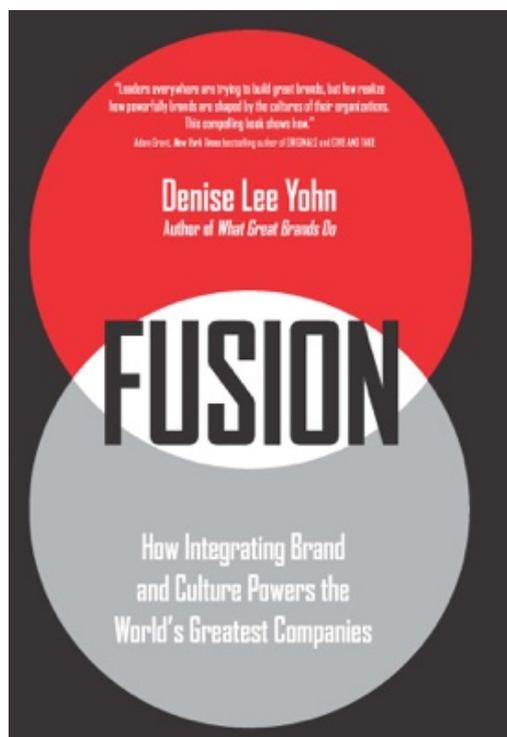


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Learn how to unleash the power of brand-culture fusion to achieve sustainable competitive advantage and new growth.

"This compelling book shows how to connect the image you present to the outside world with the values and norms that operate inside your world of work."

--Adam Grant, New York Times bestselling author of *Originals* and *Give and Take*

"Denise Lee Yohn hit a home run with her first book, *What Great Brands Do*. Now she's written *FUSION* and it is just as provocative. Denise proves beyond a shadow of a doubt that great companies are powered by brand-culture fusion. I highly recommend this book!"

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Internal culture + External brand = FUSION

For years, leaders at companies like Southwest, Starbucks, and Google have done something differently that's put their organizations at the top of "the most admired companies," "best brands," and "great workplaces" lists. 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 they've achieved their successes.

Independently, brand and culture are powerful, unsung business drivers. But Denise shows that when you fuse the two together to create an interdependent and mutually reinforcing relationship between them, you create organizational power that isn't possible by simply cultivating one or the other alone. Through detailed case studies from some of the world's greatest companies (including Amazon, Airbnb, Adobe, Nike, and Salesforce), exclusive interviews with company executives, and insights from Denise's 25+ years working with world-class brands, *FUSION* provides readers with a roadmap for increasing competitiveness, creating measurable value for customers and employees, and future-proofing their business.

This is a must-read for readers interested in workplace culture, brand management, strategy, leadership, employee experience, employee engagement, integration, branding, and organization development.

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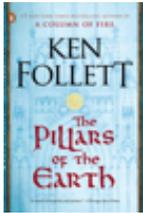
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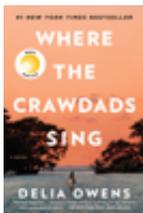
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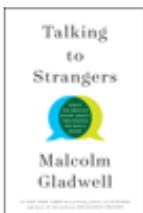
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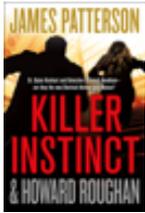
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