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## The Business Elevation Show with Chris Cooper - Be More. Achieve More

Friday at 8 AM Pacific  
July 13th 2018: How integrating brand and culture powers the biggest companies

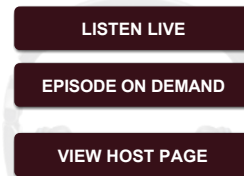
When business leaders align and integrate culture and brand, they increase their competitive advantage, create measurable value for customers and employees, and future-proof their businesses. That isn't possible by simply cultivating one or the other alone. Yet many business leaders don't know how to build a healthy, effective, and valuable culture! Denise Lee Yohn is the go-to expert on brand leadership for national media outlets, an in-demand speaker and consultant, and an influential writer. In addition to her book FUSION, she is the author of the bestselling book What Great Brands Do: The

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### Featured Guest



#### Denise Lee Yohn

Denise Lee Yohn is the go-to expert on brand leadership for national media outlets, an in-demand speaker and consultant, and an influential writer.

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