



Brand From the Inside: Eight Essentials to Emotionally Connect Your Employees to Your Business

Libby Sartain, Mark Schumann

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In *Brand from the Inside*, Libby Sartain and Mark Schumann, branding experts who helped to build employer brands at Southwest Airlines and Yahoo!, describe this secret weapon for a business. The book gives leaders across an organization step-by-step instruction on how to motivate employees to consistently deliver the experience the customer brand promises. By building the employer brand from *inside* the business—ensuring consistent authenticity, substance, and voice *throughout* the business—any organization can unleash a powerful tool to emotionally engage employees and recruit and retain the best people.

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