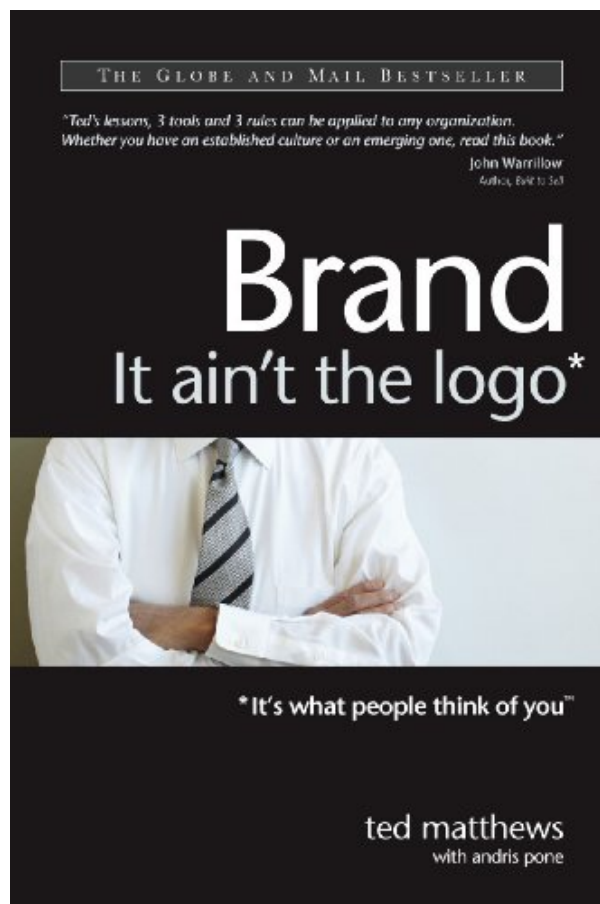


# BRAND: IT AIN'T THE LOGO\* (\*IT'S WHAT PEOPLE THINK OF YOU) BY TED MATTHEWS, ANDRIS PONE



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*"Ted's lessons, 3 tools and 3 rules can be applied to any organization. Whether you have an established culture or an emerging one, read this book."*

John Warrillow  
Author, *Exit to Sell*

# Brand

## It ain't the logo\*



\*It's what people think of you™

ted matthews  
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## Review

"Ted's lessons, 3 tools and 3 rules can be applied to any organization. Whether you have an established culture or an emerging one, read this book."

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## About the Author

Ted Matthews may have persuaded adidas to bring back The Three Stripes and convinced Energizer not to kill the bunny, but as Canada's original and foremost Brand coach, he continually pushes his clients to understand that a Brand is not a logo, website or advertising. Instead, a Brand is what people think of you™. As an entrepreneur, Ted built Promanad Communications into an 80-person firm that, over a span of 30 years, served an extensive list of blue chip clients. When it became clear that most professionals operate as if a Brand really is just a logo, he sold Promanad and founded Instinct Brand Coaches. Drawing on his own experience as a CEO, Ted teaches his clients to embed, throughout the organizational culture, instinctive behaviors that help their Brands earn a spot in the minds and hearts of increasingly discerning stakeholders. Ted's dogged execution of the Instinct mission -- to challenge and support leaders to maximize the potential within their Brands -- has spurred some of the most successful Brand evolutions in North America. He has been an integral force behind the Brand- building efforts of organizations such as adidas, Manulife, Oxford Properties, Morneau Shepell, Strata Health, AtlasCare, Quadrangle, Revera, Advocis, IAMGOLD, Kinross Gold, PICKSEED, Investment Planning Counsel, Steam Whistle Breweries, orange and Street Kids International. For his pearls of wisdom and famously entertaining style, Ted is a sought-after speaker for business schools, corporations and professional associations.

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After 5 years of appearances as a Globe and Mail business bestseller, the fully updated and revised edition of this book could not be more timely. The first edition was a plea to North American leaders to confront three crises -- hyper-messaging, the labor shortage and the rise of China -- by embracing the fact that a Brand is not a logo, advertising or any other marketing communication, but what people think of you.

Unfortunately, these crises have only become more serious, and the majority of North American executives still fundamentally misunderstand Brand's true meaning. Yet there is good news: once you realize that your Brand is what people think of you, you realize it is your culture. Then you can build a "remark-able" Brand that cuts through competing messaging, helps you attract, retain and inspire the best and brightest, and leverage the full power of Branding -- our single remaining advantage over the East Asian economies.

This new edition is packed with 37 entertaining and practical new stories, along with numerous actionable frameworks, on how to build a Brand for the 21st century -- starting by rooting it in an inspiring core purpose and Brand Foundation. You can put this book to work at your organization -- whether B2B, not-for-profit, B2C or government -- today.

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Street Kids International. For his pearls of wisdom and famously entertaining style, Ted is a sought-after speaker for business schools, corporations and professional associations.

Most helpful customer reviews

5 of 5 people found the following review helpful.

Truly Remark-able

By S. HANCOCK

Devoid of any useless filler, Ted Matthews definitely practices what he preaches and has given us a 'remarkable' insight into what a brand really is. 'Brand:...' includes plenty of quotes and testimonials from Ted's clients, colleagues, and peers and weaves business cases and histories effortlessly into the commentary and expertly demonstrates how a brand is never truly owned by a corporation or firm, but by all who experience it.

3 of 3 people found the following review helpful.

Insightful Read

By Michael A. Chachula

This book is a must read for any recent graduate, budding entrepreneur, or established business owner who seeks to differentiate themselves among their peers. Not only does Ted Matthews captivate, he effectively articulates the importance of consistency in "the core idea", and ensuring that those behind the brand embody it to the utmost.

Matthews' approachable, understandable writing style is both colloquial and refined: any audience will easily grasp the concepts he lays before them, all the while being able to understand their greater relevance.

"Brand: It Ain't the Logo" is laden with powerful examples and insights that open your mind to the notion that a brand truly is what people think of you.

3 of 3 people found the following review helpful.

Great brands make companies more valuable

By John Warrillow

This is a great book for business owner's who want to build a valuable company. It's packed with case studies and examples of companies big and small who have built enduring brands and sticky customers. Essential reading for anyone looking to build a valuable company.

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