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\*I read this challenge a few years ago in Brand: It ain t the logo\* by Ted Matthews (Author), thanks Ted. Brand Characters. FREE

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Jan 17, 2012 Founding Partner and Brand Coach at Instinct Brand Equity Coaches, Ted Matthews is a member of the Canadian Association of Professional Speakers. He is an

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**Branding stories: interview with ted matthews,**

I recently interviewed Ted Matthews, who wrote an excellent book on branding, Brand: It Ain t the Logo It s What People Think of You. He had me at the It ain

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Oct 02, 2007 Media Advisory - Book launch event by the man who saved the Brand: It Ain't the Logo Ted Matthews is Brand Coach and Founding Partner of

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