

Brand: It Ain't The Logo* By Ted Matthews

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He looked like the skeleton reality, and Mac Strann the blunt, deformed shadow. " You ain't going into the house lookin' for him, Mac?" he asked, and he lowered

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A LOGO IS NOT A BRAND: This is the BIGGEST mistake designers and business owners can make. They think if they develop a logo that is

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"Ain't No Mystery" by Brand Nubian sampled Wilson Pickett's "Something You Got ". Listen to both songs on WhoSampled, the ultimate database of sampled

Five of the best on brand - it ain't just about slapping a logo on a

Branding is a huge part of PP, so it's often a topic I find myself being asked about - so it was great answering some top questions with 'Brand in

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Egged on by business schools and the ad industry, most senior executives equate their Brand with their logo or advertising tactics – and as a result, they

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YSL goes after 'Ain't Laurent Without Yves' parody brand of a wider trend for logos that parodied various fashion brands, including Hermes,

What does it really mean to "brand" a festival? | eye on design

It ain't just about a logo and Insta “influencers.” Words by The very notion of “branding” a festival is fraught with problems, too. Many events

5 reasons brands change their logos - upfront analytics

The cautionary tale of Gap's redesign begs the question: Why do brands change their logos at all? In many cases, it's an “if it ain't broke, don't

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Brand new: say it ain't sears

Say what you will about logos not being key anymore (can't say I agree with that rationale, perhaps a discussion for another time, like a Brand

If it ain't broke, break it - insight brand & marketing studio

IF IT AIN'T BROKE, BREAK IT. Repetitive. Routine. Predictable. More like nightmare. I learn so much about myself everyday, I like to think we all

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"I wonder sometimes if'n anybody does own a brand. The Circle G, ma'am, ain't just a brand on some cows. It ain't just some range in Texas. It's moremuch

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Your brand's logo should be memorable, versatile, and consistent, all the the saying, "if it ain't broke, don't fix it" would've been sound advice.

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Scott Chapman scottc@instinctbrandequity.com. Ted Matthews tedm@ instinctbrandequity.com. Brand: It ain't the logo*. (*It's what people think of you™).

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Brand Coach Ted Matthews draws on his 37 years of experience to present Brand, It Ain't the Logo*, an engaging read written to cut through

Brand: it ain't the logo (it's what people think of you) – actionable

Such is one of the core messages from Ted Matthews simple yet poignant book Brand: It Ain't the Logo (It's What People Think of You). A Globe and Mail

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Max Brand. war. "I guess this is the first time I been up here, Pollard?" "The very first, sheriff." "Well, if I been kind of neglectful, it ain't that I'm not interested in

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Max Brand. "I been wondering," went on Daniels, "if Mac Strann mightn't come out with Barry about the way Jerry did. Ain't it possible?" "No," replied Fatty

Great logo design ain't easy | magnetic state

Both Bierut and Airey are excellent designers who make very valuable points about the importance of brand equity and the capital that a logo

Singtel reveals new brand identity - mumbrella asia

Old logo. Singtel, one of Asia's largest telco firms, has revealed a new brand identity The agency behind the brand overhaul was Ogilvy Singapore, which won the business from BBDO in October 2013. When it ain't broke.

Re-branding strategies when your brand just ain't working |

Re-branding or even fine-tuning a brand is incredibly difficult and Rebranding Strategies – 4 Ways to Change When Your Brand Just Ain't Workin' look, a new line and a new logo across the counter and at the checkout.

Kate spade and jimmy choo: what's a luxury brand worth that 'ain't

Jimmy Choo, like Kate Spade, is just a brand, heavy on the marketing, low on authenticity. And authenticity is something luxury consumers

Music on lmfM | brand new music and select irish | lmfM

After much teasing, Kygo and Selena Gomez premiered the full version of their debut collaboration It Ain't Me via an audio video on VEVO.

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Since he launched his brand in 1995, Raf Simons' collections have, aesthetically Sure, shelling out cash for a Gucci or Hermes logo belt is a . donut or banana (this ain't some heat-transferred nonsense), but the other part

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The NOOK Book (eBook) of the Brand: It Ain't the Logo* (*It's What People Think of You) by Ted Matthews at Barnes & Noble. FREE Shipping

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If it ain't broke, it's obsolete – CIM brand summit The brand journey: it used to just be about sticking a logo in the right place. Now it's a

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Look beyond the logo. Did you paste your logo on every page? Good for you, but don't confuse a great logo with great branding. Frankly, I'm not a big fan of

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This makes Brand: It Ain't the Logo a must-read for marketing success in Ken Wong any hard-fought international arena." Associate Professor

I've got 99 bottles but the brand ain't one - the plus paper

I've Got 99 Bottles But The Brand Ain't One The logo for Penguin Books stands next to Heinz; the Royal Mail next to Toys 'R' Us. It's a strange

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