(Not My) Thought of the Day: Titles Make No Sense

This is something I've thought of before but this was written by Lance Storm, who you should certainly read on a regular basis. As you can likely tell, this was written late last year. What do the Intercontinental and United States Titles even mean? Punk is the best wrestler in the WWE, Bryan the best wrestler in the World, so is Rhodes the best wrestler in North and South America, and Ryder the best wrestler in the USA. There seems to be a lot of contradiction and over lap with that explanation.