

# Company Namer

Henri Charmasson

**Brand New Name** Jeremy Miller, 2019-10-08 Miller delivers a proven, step-by-step brand naming process to create an unforgettable name. The book explains to readers what to do every step of the way--right down to exercises to generate lots of naming ideas to techniques on how to test which names resonate the most.

**Brand Naming** Rob Meyerson, 2021-12-14 You don't have a brand--whether it's for a company or a product--until you have a name. The name is one of the first, longest lasting, and most important decisions in defining the identity of a company, product, or service. But set against a tidal wave of trademark applications, mortifying mistranslations, and disappearing dot-com availability, you won't find a good name by dumping out Scrabble tiles. Brand Naming details best-practice methodologies, tactics, and advice from the world of professional naming. You'll learn: What makes a good (and bad) name The step-by-step process professional namers use How to generate hundreds of name ideas The secrets of whittling the list down to a finalist The most complete and detailed book about naming your brand, Brand Naming also includes insider anecdotes, tired trends, brand origin stories, and busted myths. Whether you need a great name for a new company or product or just want to learn the secrets of professional word nerds, put down the thesaurus--not to mention Scrabble--and pick up Brand Naming.

Hello, My Name Is Awesome Alexandra Watkins, 2014-09-15 Every year, 6

million companies and more than 100,000 products are launched. They all need an awesome name, but many (such as Xobni, Svbtle, and Doostang) look like the results of a drunken Scrabble game. In this entertaining and engaging book, ace naming consultant Alexandra Watkins explains how anyone—even noncreative types—can create memorable and buzz-worthy brand names. No degree in linguistics required. The heart of the book is Watkins's proven SMILE and SCRATCH Test—two acronyms for what makes or breaks a name. She also provides up-to-date advice, like how to make sure that Siri spells your name correctly and how to nab an available domain name. And you'll see dozens of examples—the good, the bad, and the “so bad she gave them an award.” Alexandra Watkins is not afraid to name names.

**Get a Name!** Jacky Tai, 2010-09-30 So many companies and brands out there in the market, it will be impossible to stand out without a great name. Just imagine, there are already more than 150,000 companies operating in a small country like Singapore. How will your brand stand out if it doesn't have a great name? Finding a great name is also no longer easy because of the proliferation of companies and brands in our society. Chances are, the name you think of has already been registered and trademarked by someone else. So, what do you do? The 10 Rules Of Naming will show you how to create a powerful brand name in a simple, straightforward and jargon-free manner. Besides explaining the 10 rules of naming in detail, the book also covers the pitfalls of naming to avoid, binding everything together through vivid

examples of how companies with great names went about creating those names.

**In the Good Name of the Company** Christopher Michlig, Brian Roettinger, Jan Tumlr, 2013 The Los Angeles-based Colby Poster Printing Company has been a friend to local artists ever since Ed Ruscha's seminal Colby-printed announcement for the 1962 Pasadena Art Museum exhibition New Paintings of Common Objects. Their fluorescent posters have been disseminated on every high-traffic surface across the city, and their collection of over 150 wood and metal typefaces have remained an integral part of Los Angeles' visual aesthetic. This book is a unique tribute to Colby and the visual and cultural impact it continues to hold today.

**How to Name Your Business in the United States** Vincent Allard, 2020-08-22 Do you want to find the best name for your business in the United States? If you are a U.S. or foreign entrepreneur, this practical guide is for you! This second guide in the YES TO ENTREPRENEURS® series will help you understand the essential characteristics of your business name. It will also provide you with the tools you need to choose and protect your company name in the United States and around the world. Together, we will explore several aspects related to a business name: □ The 7 important characteristics □ The 8 essential tools □ The 5 steps of the process □ The 5 levels of protection □ The 3 urban legends □ The 5 mistakes not to make □ The 20 types of names to avoid □ The 4 steps of a name change □ Exclusive Bonus: Useful Resources Throughout the process of writing this guide, the author accumulated many

hyperlinks that greatly enrich its content. An up-to-date list of these hyperlinks can be found at the web address listed in the Useful Resources section, at the end of this guide. □□ Take action! Choose the best name for your business. ----- WHAT THEY SAY Books such as those in the Yes to Entrepreneurs series provide businesses with useful information and practical tools to expand into the United States market, the largest consumer market and recipient of foreign direct investment in the world. Gina Bento, Commercial Specialist, U.S. Department of Commerce, International Trade Administration Never before have guides been so deserving of the term practical! Bernard Geenen, Economic and Commercial Counselor, Wallonia Export & Investment Agency, Consulate of Belgium, New York Simple. Clear. Precise. Complete.... A must. Richard Johnson, Retired Journalist, Journal of Montreal ... these guides are great... I highly recommend their use. Tom Creary, Founder and Past Chairman of the American Chamber of Commerce in Canada - Quebec Chapter The Yes to Entrepreneurs book series is extremely structured, complete and easy to use... Serge Bouganin, Lawyer of the Paris and Brussels Bars Congratulations to my colleague Vincent Allard for the publication of three exceptional popularization books for entrepreneurs who want to start a business in the United States. Pierre Chagnon, Retired Emeritus Attorney, Bâtonnier of Quebec This series of practical guides allows entrepreneurs and professionals who advise them to benefit from the experience of thousands of other entrepreneurs who have started their business in the United States.

Robert CHAYER, U.S. Tax Expert, Canada Reading is highly recommended. Three essential and very comprehensive guides for all immigrant candidates who wish to familiarize themselves with the important concepts to start their professional installation in the United States. Estelle Berenbaum, Immigration Lawyer, Florida Vincent Allard's Yes to Entrepreneurs collection provides ready-to-use pragmatic knowledge to successfully navigate American waters. Arnaud Labossière, CEO, The Free Minds Press Ltd ----- CONTENTS 1 - Introduction 1.1 Presentation 1.2 Important Definitions 2 - Characteristics of the Business Name 2.1 Length of the Name 2.2 Spelling of the Name 2.3 Pronunciation of the Name 2.4 Sound of the Name 2.5 Visual Aspect of the Name 2.6 Meaning of the Name 2.7 Originality of the Name 3 - Elements of the Business Name 3.1 Beginning and End 3.2 Singular and Plural 3.3 Numbers 3.4 Lowercase and Uppercase 3.5 Punctuation and Typographic Signs 3.6 Accented Characters 3.7 Special Characters and Mathematical Signs 3.8 Repeated Characters 3.9 Repeated Words 3.10 Words Stuck Together 3.11 Initialisms and Acronyms 3.12 Legal Identifier 3.13 Logo 3.14 Slogan 4 - Types of Business Names 4.1 Name of an Individual 4.2 Geographical Name 4.3 Temporal Name 4.4 Historical Name 4.5 Metaphorical Name 4.6 Numeric Name 4.7 Name in Foreign Language 4.8 Domain Name 4.9 Assumed Name 4.10 Descriptive Name 4.11 Distinctive Name 4.12 Military Name 4.13 Religious or Charitable Name 4.14 Superlative Name 4.15 Name with Initials 4.16 Name with Greeting 4.17 Humorous Name 4.18 Action Name 4.19 Positive Name 4.20 Animal Name 5 - How to

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*Hello, My Name Is Awesome* Alexandra Watkins, 2019-10-01 The ultimate guide to naming your product or business has been updated throughout with twice as many resources as before, new stories (of both hits and flops), and an entirely new chapter on the power of names in the workplace. Too many new companies and products have names that look like the results of a drunken Scrabble game (Xobni, Svbtile, Doostang). In this entertaining and engaging book, ace-naming consultant Alexandra Watkins explains how anyone—even noncreative types—can create memorable and effective brand names. No degree in linguistics required. The heart of the book is Watkins's proven SMILE and SCRATCH Test. A great name makes you SMILE because it is Suggestive—evokes something about your brand; is Memorable—makes an association with the

familiar; uses Imagery—aids memory through evocative visuals; has Legs—lends itself to a theme for extended mileage; and is Emotional—moves people. A bad name, on the other hand, makes you SCRATCH your head because it is Spelling challenged—looks like a typo; is a Copycat—similar to competitors' names; is Restrictive—limits future growth; is Annoying—seems forced and frustrates customers; is Tame—feels flat, merely descriptive, and uninspired; suffers from the Curse of Knowledge—speaks only to insiders; and is Hard to pronounce—confuses and distances customers. This 50 percent-new second edition has double the number of brainstorming tools and techniques, even more secrets and strategies to nab an available domain name, a brand-new chapter on how companies are using creative names around the office to add personality to everything from cafeterias to conference rooms, and much more.

Brand Name Bullies David Bollier, 2008-04-21 An impassioned, darkly amusing look at how corporations misuse copyright law to stifle creativity and free speech If you want to make fun of Mickey or Barbie on your Web site, you may be hearing from some corporate lawyers. You should also think twice about calling something fair and balanced or publicly using Martin Luther King Jr.'s I Have a Dream speech. It may be illegal. Or it may be entirely legal, but the distinction doesn't matter if you can't afford a lawyer. More and more, corporations are grabbing and asserting rights over every idea and creation in our world, regardless of the law's intent or the public interest. But beyond the humorous absurdity of all this, there lies a darker problem,

as David Bollier shows in this important new book. Lawsuits and legal bullying clearly prevent the creation of legitimate new software, new art and music, new literature, new businesses, and worst of all, new scientific and medical research. David Bollier (Amherst, MA) is cofounder of Public Knowledge and Senior Fellow at the Norman Lear Center, USC Annenberg School for Communication. His books include *Silent Theft*.

*The Name is the Game* Henri Charmasson, 1988

**Famous Brand Names and Their Origins** Kathy Martin, 2017-02-19 Many brands, including Boots, Hoover and Kelloggs, were named after their founders whilst others have less obvious origins; for instance, did you know that Velcro comes from *velours* and *crochet*, the French words for "velvet" and "hook"? This entertaining book by Kathy Martin explores the stories behind the brands, their names and their founders. Bursting with fascinating facts and period advertising, this must-read book will appeal to everyone interested in advertising, social history, food and famous names.

**Sticky Branding** Jeremy Miller, 2015-01-10 #1 Globe and Mail Bestseller 2016 Small Business Book Awards – Nominated, Marketing category Sticky Brands exist in almost every industry. Companies like Apple, Nike, and Starbucks have made themselves as recognizable as they are successful. But large companies are not the only ones who can stand out. Any business willing to challenge industry norms and find innovative ways to serve its customers can grow into a Sticky Brand. Based on a decade of research into what makes

companies successful, Sticky Branding is your branding playbook. It provides ideas, stories, and exercises that will make your company stand out, attract customers, and grow into an incredible brand. Sticky Branding's 12.5 guiding principles are drawn from hundreds of interviews with CEOs and business owners who have excelled within their industries.

Names that Sell Fred Barrett, 1995 Creating a great business name is one of the last investments you will ever make. NAMES THAT SELL is a do-it-yourself manual that will: give you all of the tools you need to create distinctive, appropriate business names; shows 25 naming techniques.

**The Name's the Thing** Henri Charmasson, 1988 Discusses the role of commercial names, identifies names to avoid, and describes each step in selecting a name, from initial research to ownership registration

**The Naming Book** Brad Flowers, 2020-03-17 NAME YOUR BUSINESS. TELL YOUR STORY. Advertising and marketing masters from Ogilvy to Godin have proven the value of words when it comes to building a brand, attracting an audience, and making a sale. In our increasingly crowded and noisy world, a name is the foundation of every product, brand, or business—and it needs to stand out. In The Naming Book, Bullhorn Creative founder and partner Brad Flowers presents a clear framework for crafting and choosing the name that sticks. With a five-step blueprint that takes you from brainstorming to trademarking, this book is the ultimate guidebook to naming anything. You'll learn how to: Set clear goals for your name and brand before you start Craft a brainstorming

list based on your business mission Build a brand unique to you by creating your own word Find the balance between “cool” and clear Narrow down your list of names with five easy tests

*Paying Off Generics to Prevent Competition with Brand Name Drugs* United States. Congress. Senate. Committee on the Judiciary, 2007

**The Emergence of Brand-Name Capitalism in Late Colonial India** Douglas E. Haynes, 2022-09-22 This book examines the emergence of professional advertising in western India during the interwar period. It explores the ways in which global manufacturers advanced a 'brand-name capitalism' among the Indian middle class by promoting the sale of global commodities during the 1920s and 1930s, a time when advertising was first introduced in India as a profession and underwent critical transformations. Analysing the cultural strategies, both verbal and visual, used by foreign businesses in their advertisements to capture urban consumers, Haynes argues that the promoters of various commodities crystalized their campaigns around principles of modern conjugality. He also highlights the limitations of brand-name capitalism during this period, examining both its inability to cultivate markets in the countryside or among the urban poor, and its failure to secure middle-class customers. With numerous examples of illustrated advertisements taken from Indian newspapers, the book discusses campaigns for male sex tonics and women's medicines, hot drinks such as Ovaltine and Horlicks, soaps such as Lifebuoy, Lux and Sunlight, cooking mediums such as Dalda and

electrical household technologies. By examining the formation of 'brand-name capitalism' and two key structures that accompanied it- the advertising agency and the field of professional advertising- this book sheds new light on the global consumer economy in interwar India, and places developments in South Asia into a larger global history of consumer capitalism.

*Paying off generics to prevent competition with brand name drugs : should it be prohibited? : hearing ,*

*Building Your Company's Good Name* Davis Young,1996 Examines the creation and maintenance of a business reputation, including senior management's responsibilities, effective employee communication, and the nurturing of relationships with the community and the media

*The Making of a Name: The Inside Story of the Brands We Buy* Steve Rivkin,Fraser Sutherland,2004-09-30 How do brand names differ from other names, and what goes into making a good name great and a bad name ghastly? Knowing this can spell the difference between bankruptcy and marketplace triumph. In this indispensable guide, the authors share the secrets of successful brand names--how they've indelibly stamped cultures around the world; who makes them; why they're made; and how they're compiled, bought, sold, and protected. The book outlines what kind of names exist--the initialized, descriptive, allusive, and coined. How namers surf on brainwaves. The do's, don'ts, and nevers of naming, how the structure of names is built from the ground up and how their sounds are engineered. Why

names symbolize benefits. Where in the world brands may be found, and what will become of them. Fast-paced, illustration-packed, gazing at the past and probing into the future, this is the definitive book on naming. The Making of A Name is the one book anyone interested in owned words must have.

**Radio News** ,1923 Some issues, 1943-July 1948, include separately paged and numbered section called Radio-electronic engineering edition (called Radionics edition in 1943)

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