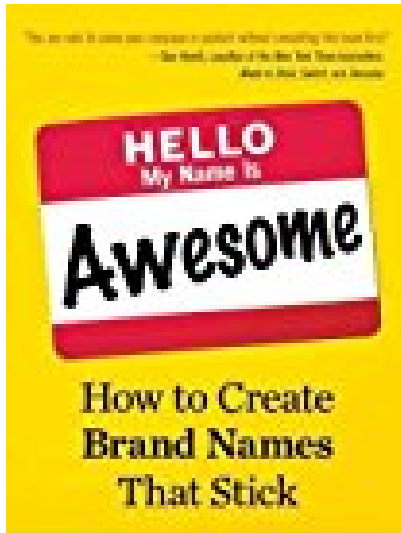


Hello My Name Is Awesome How to Create Brand Names That Stick



ALEXANDRA WATKINS

BOOK DETAILS

- Author : Alexandra Watkins
- Pages : 112 Pages
- Publisher : Berrett-Koehler Publishers
- Language : English
- ISBN : 1626561869

[↓ DOWNLOAD](#)

BOOK SYNOPSIS

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.

HELLO MY NAME IS AWESOME HOW TO CREATE BRAND NAMES THAT STICK - Are you looking for Ebook Hello My Name Is Awesome How To Create Brand Names That Stick? You will be glad to know that right now Hello My Name Is Awesome How To Create Brand Names That Stick is available on our online library. With our online resources, you can find Applied Numerical Methods With Matlab Solution Manual 3rd Edition or just about any type of ebooks, for any type of product.

Best of all, they are entirely free to find, use and download, so there is no cost or stress at all. Hello My Name Is Awesome How To Create Brand Names That Stick may not make exciting reading, but Applied Numerical Methods With Matlab Solution Manual 3rd Edition is packed with valuable instructions, information and warnings. We also have many ebooks and user guide is also related with Hello My Name Is Awesome How To Create Brand Names That Stick and many other ebooks. We have made it easy for you to find a PDF Ebooks without any digging. And by having access to our ebooks online or by storing it on your computer, you have convenient answers with Hello My Name Is Awesome How To Create Brand Names That Stick. To get started finding Hello My Name Is Awesome How To Create Brand Names That Stick, you are right to find our website which has a comprehensive collection of manuals listed.