



Merriam's Guide to Naming

Lisa Merriam

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Naming is the first--and some say hardest--step in creating a brand. This guide gives you practical advice and real-world examples that help you get past the frustration, cut the expense, and avoid common mistakes and pitfalls in naming your company or product. Inside you will find: - What worked for the world's biggest brands - The key criteria of a great name -What common advice is nonsense you should avoid -Creating, evaluating and implementing your name -Navigating the stumbling blocks that waste your time and cost you money -Dealing with the challenge of domain names -Addressing complex issues such as how the company name relates to product names and naming in mergers and acquisitions Merriam's Guide to Naming provides you with a proven process that works for small-budget start-ups--and scales for billion dollar global organizations.



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