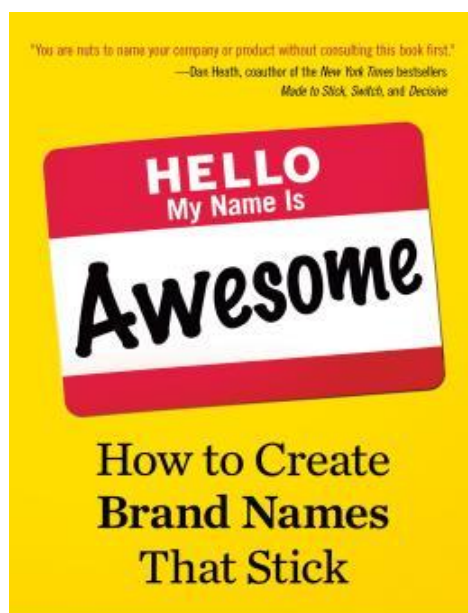


Read ebook Hello, My Name Is Awesome: How to Create Brand Names That Stick

By Alexandra Watkins



ALEXANDRA WATKINS



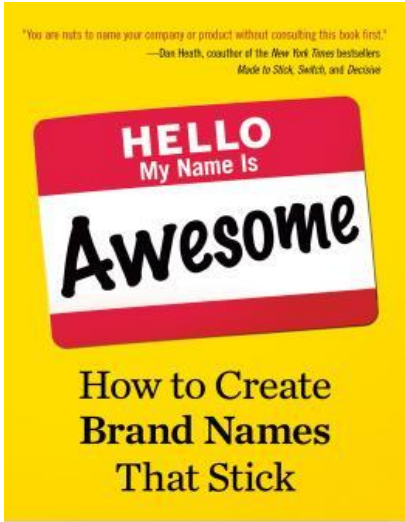
Books Details

Author : Alexandra Watkins Pages : 110 pages Publisher : Berrett-Koehler
Publishers Language : eng ISBN-10 : 1626561869 ISBN-13 : 9781626561861

Books Descriptions

Too many new companies and products have names that look like the results of a drunken Scrabble(R) game (Xobni, Svbtle, 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 a positive brand experience; is Meaningful--your customers get it; uses Imagery--visually evocative to aid in memory; 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--frustrates customers; is Tame--flat, uninspired; suffers from the Curse of Knowledge--only insiders get it; and is

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