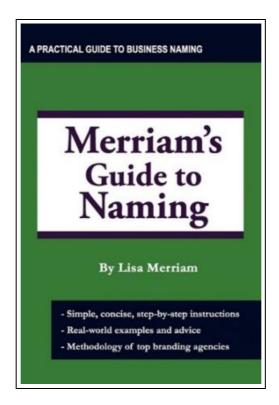
### Merriams Guide to Naming



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Red Toad Press. Paperback. Condition: New. 102 pages. 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 worlds 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 \ implementing \ your \ name \ - Navigating \ the \ stumbling \ blocks \ that \ waste \ your \ time \ and \ implementing \ your \ name \ - Navigating \ the \ stumbling \ blocks \ that \ waste \ your \ time \ and \ implementing \ your \ name \ - Navigating \ the \ stumbling \ blocks \ that \ waste \ your \ time \ and \ your \ name \ - Navigating \ the \ stumbling \ blocks \ that \ waste \ your \ time \ and \ your \ name \ - Navigating \ the \ stumbling \ blocks \ that \ waste \ your \ time \ and \ your \ name \ - Navigating \ the \ your \ name \ - Navigating \ name \ name \ - Navigating \ name \ name \ name \ - Navigating \ name \ name\$ 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 Merriams Guide to Naming provides you with a proven process that works for small-budget start-ups--and scales for billion dollar global organizations. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Paperback.



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