



From
ALTOIDS
to **ZIMA**
EVAN MORRIS

THE SURPRISING STORIES BEHIND 125
FAMOUS BRAND NAMES

From Altoids To Zima The Surprising Stories Behind 125 Famous Brand Names

Louis J. Slovisky



From Altoids To Zima The Surprising Stories Behind 125 Famous Brand Names:

From Altoids to Zima Evan Morris,2009-03-17 **From Altoids to Zima** Evan Morris,2004-11-09 Ever wondered what the Ms in M clothing technology toys and assorted bright ideas cars and drugs and cosmetics the story of each product is told with Morris s trademark wit and humor complete with sidebars that highlight brand names that have become genericized aspirin a What Were They Thinking honor roll of strange and often disastrous product names Edsel what happens when good brand names go bad Kool Aid after the Jonestown mass suicide and debunked urban legends the combination of Pop Rocks and soda that was rumored to be lethal 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 Brands and Branding Stephen Brown,2016-08-17 A fun and humorous introductory book written in Stephen Brown s entertaining and highly distinctive style that introduces curious readers to the key components of brands and helps them to begin to make sense of them what they are what they do why and how using plenty of examples and references drawn from a wide range brands such as Amazon Apple Google Gucci Nike Nintendo Starbucks Swatch and The Worst Hotel in the World With 3 000 branding books published each year why would you or your students want to read Brands Branding Here are seven reasons why It s introductory aimed at undergraduate students or postgrads without a bachelor degree in business and assumes nothing more than readers awareness of high profile brands such as Coca Cola Microsoft and Chanel It s indicative focusing on the basics and thus being a more reliable revision aid than Lucozade It s immersive taking readers on a journey and working on the assumption that they have smartphones or tablet computers to hand the print text links to images articles and academic publications to give emphasis and context where appropriate It s inclusive considering articles and reports but also blogs novels newspapers reviews social media and other sources It s irreverent branding is not always a deadly serious business It s intimate Stephen speaks to you directly and together you will pick your way through the sometimes weird and unfailingly wonderful world of brands and branding using examples rather than abstract ideas to illustrate points It s inspirational celebrating the curious and successful stories of brands from Cillit Bang to Cacharel Suitable for first and second year marketing or advertising students and for those new to

or interested in branding and who are keen to know more **Branding Best Practices: A Guide to Effective Business and Product Naming**, **Naming Best Practices: A Guide to Effective Business and Product Naming**, Building Brand Authenticity M. Beverland,2009-10-22 The projection of authenticity is one of the key pillars of marketing Research reveals that consumers seek authenticity through the brands they choose Based on extensive research with consumers and brand managers this book offers seven guiding principles for building brand authenticity *Epic Fails* Salvador Jiménez Murguía,2018-09-15 Many of the most successful innovations from the light bulb to the Internet have often resulted from ingenuity ambition and dedication Such achievements have changed lives for the better Yet for every new development that the public embraces there is a dark side of progress cultural byproducts that litter the road to obscurity Just because something is a failure however doesn't necessarily mean that it shouldn't matter In *Epic Fails The Edsel the Mullet and Other Icons of Unpopular Culture* Salvador Jiménez Murguía examines some of the most iconic missteps of the past several decades In order to shed light on the inherent often comic strain in American life between fame and infamy the author surveys some of the best or rather worst of what man has to offer From fashion flops like the mullet and Zubaz pants to marketing mistakes like Bud Dry New Coke and Crystal Pepsi this text captures the unintentionally entertaining milieu of failure Placing these gaffes in cultural context Murguía considers how each of these products crashed and burned while trying to arrive at an answer to the ultimate question What were they thinking Whether these attempts were doomed from the start failed because of consumer indifference or were simply the victims of poor timing this book returns them however briefly to the spotlight A fascinating look at man made disasters *Epic Fails* is an entertaining treatise about the forgotten and infamous endeavors of American creativity or lack thereof *Wonder Foods* Lisa Haushofer,2022-12-27 Between 1850 and 1950 experts and entrepreneurs in Britain and the United States forged new connections between the nutrition sciences and the commercial realm through their enthusiasm for new edible consumables The resulting food products promised wondrous solutions for what seemed to be both individual and social ills By examining creations such as Gail Borden's meat biscuit Benger's Food Kellogg's health foods and Fleischmann's yeast *Wonder Foods* shows how new products dazzled with visions of modernity efficiency and scientific progress even as they perpetuated exclusionary views about who deserved to eat thrive and live Drawing on extensive archival research historian Lisa Haushofer reveals that the story of modern food and nutrition was not about innocuous technological advances or superior scientific insights but rather about the powerful logic of exploitation and economization that undergirded colonial and industrial food projects In the process these wonder foods shaped both modern food regimes and how we think about food **The Hidden History of Coined Words** Ralph Keyes,2021 Written by one of the country's most experienced and entertaining etymological detectives *The Hidden History of Coined Words* provides a delightful excavation into the process by which words became minted Not only does Ralph Keyes give us the who what where of it all but delights in stories that reveal the mysteries of successful coinage Alan Siegel Louis J. Slovisky,2007 Siegel

has become one of the best known figures in the branding business He has achieved the stature of both pillar of the establishment and provocative iconoclast while building a leading brand consultancy Siegel Gale devoted to positioning global companies for competitive success

The CX Trinity Alan J. Porter,2021-02-15 Welcome to the CX Trinity a look at how we talk to customers the content we provide to them and the contexts in which they consume it CX is an abbreviation for customer experience and is often used as a hashtag in social media Trinity comes from the belief that any good customer experience is driven by a combination of three critical elements Meeting the customer s needs Delivering the right content to help the customer Understanding the context of where when and how the customer interacts with you These observations are pulled together from 52 essays that originally appeared as blog posts on Alan s Content Pool blog LinkedIn and the CMS Wire website They reflect Alan s years of experience writing designing and managing content for both large and small organizations These essays have been collected updated and edited for this volume

Names ,2005 Journal of the American Name Society

Sorry, Wrong Answer Rod L. Evans Ph.D.,2010-06-01 Where were Venetian blinds invented What color is the black box on a commercial airplane Where did India ink originate Most of us know more than we think we know We also think we know more than we actually do because some of what we think we know simply ain t so We all harbor misconceptions that are accepted not only because they are popular but also because they make sense It makes sense to believe for example that German chocolate originated in Germany rather than the truth that German chocolate is so named because it was created by Sam German It seems logical to believe that Mercury is the hottest planet because of its proximity to the sun or that buttermilk contains butter that Danish pastry is from Denmark and that the boat race America s Cup was named after the United States of America In Sorry Wrong Answer Rod Evans takes readers on a tour of misleading trivia debunking commonly held assumptions and sharing surprising right answers Answers Japan Orange China

From Altoids to Zima Evan Morris,1922 Ever wondered what the Ms in M clothing technology toys and assorted bright ideas cars and drugs and cosmetics the story of each product is told with Morris s trademark wit and humor complete with sidebars that highlight brand names that have become genericized aspirin a What Were They Thinking honor roll of strange and often disastrous product names Edsel what happens when good brand names go bad Kool Aid after the Jonestown mass suicide and debunked urban legends the combination of Pop Rocks and soda that was rumored to be lethal

Science and Technology Resources James E. Bobick,G. Lynn Berard,2011-04-19 An indispensable resource for anyone wanting to create maintain improve understand or use the diverse information resources within a sci tech library Providing cutting edge practices and tools in library and information science as well as a historical perspective on science and technology resources Science and Technology Resources A Guide for Information Professionals and Researchers begins with an overview of the nature of sci tech literature the information seeking behavior of scientists and engineers and an examination of the research cycle Each of the 12 chapters focuses on a specific format showcasing specific examples and representative resources in current practice

This practical guide will be invaluable to librarians information specialists engineering and science professionals and students interested in acquiring a practical knowledge of science and technology resources The comprehensive subject bibliographies provide a sci tech library administrator with the resources to develop and maintain an effective science technology and engineering collection The Reader's Digest DeWitt Wallace,Lila Acheson Wallace,2006 **Alles was Sie über Marken wissen müssen** Nicholas Adjourri,2013-10-18 Eine langfristig erfolgreiche Marke zu kreieren und zu führen gilt als Kernkompetenz Neben einem professionellen Markenmanagement und einer ausgeklügelten Strategie spielen aber auch Geduld Neugier und Mut eine entscheidende Rolle auf dem Weg zum marktführenden Brand Doch was heißt das konkret in der Praxis Welche grundlegenden Regeln gilt es zu befolgen Was machen Ikea Apple oder Red Bull richtig Wer hilft beim Markenaufbau und wie findet man sich in der Fülle der Markenbegriffe zurecht Alles was Sie über Marken wissen müssen gibt einen fundierten Überblick über alles Wissenswerte rund um das Thema Marke Nicholas Adjourri beschreibt leicht nachvollziehbar und an vielen praktischen Beispielen was Marken erfolgreich macht wie man eine neue Marke zielgerichtet entwickelt und managt und warum Marken scheitern Adjourri erläutert zudem wie Markt und Markenforschung Werbeagenturen und Unternehmensberatungen einen Markenaufbau wirkungsvoll unterstützen können Außerdem Zahlreiche Checklisten die wichtigsten Markenregeln auf einen Blick und ein abschließendes Marken Glossar machen dieses Buch zu einer unverzichtbaren Arbeitshilfe für jeden Markenpraktiker *Linguistics and Language Behavior Abstracts* ,2006-10 □ □ □ □ 2 □ □ □,2017-09-20 501 1 502 2 000

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