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HELLO, MY NAME IS AWESOME: HOW TO CREATE BRAND NAMES THAT STICK



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Berrett-Koehler. Paperback. Book Condition: new. BRAND NEW, Hello, My Name is Awesome: How to Create Brand Names That Stick, Alexandra Watkins, Too many new companies and products have names that look like the results of a drunken Scrabble game (Xobni, Svbtle, Doostang). In this entertaining and engaging book, ace naming consultant Alexandra Watkins explains how anyone-even non-creative types-can create memorable and effective brand names. No degree in linguistics required. The heart of the book is Watkins' proven SMILE & SCRATCH...

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