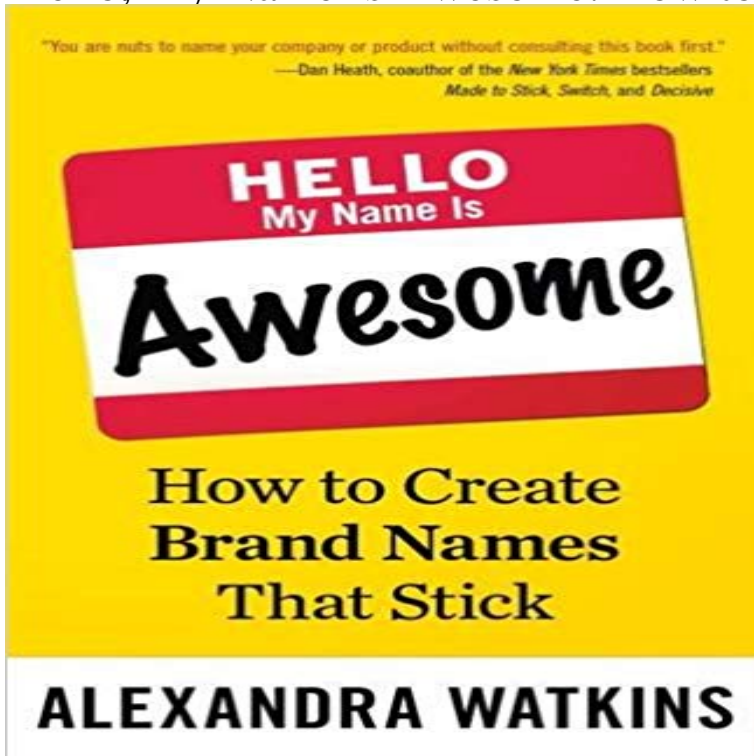


Hello, My Name Is Awesome: How to Create Brand Names That Stick



Every year, 6 million companies and more than 100,000 products are launched. They all need an awesome name, but many (such as Xobni, Svbtle, and Doostang) look like the results of a drunken Scrabble game. In this entertaining and engaging book, ace naming consultant Alexandra Watkins explains how anyone—even noncreative types—can create memorable and buzz-worthy brand names. No degree in linguistics required. The heart of the book is Watkins's proven SMILE and SCRATCH Test—two acronyms for what makes or breaks a name. She also provides up-to-date advice, like how to make sure that Siri spells your name correctly and how to nab an available domain name. And you'll see dozens of examples—the good, the bad, and the so bad she gave them an award. Alexandra Watkins is not afraid to name names.

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Hello, My Name Is Awesome: How to Create Brand Names That Stick Sep 15, 2014 The Paperback of the Hello, My Name Is Awesome: How to Create Brand Names That Stick by Alexandra Watkins at Barnes & Noble. **Hello, my name is awesome : how to create brand names that stick** Alexandra - Hello, My Name Is Awesome: How to Create Brand Names That Stick (UK Professional Business jetzt kaufen. ISBN: 9781626561861 **Hello, My Name Is Awesome: How to Create Brand Names That Stick** Free 2-day shipping on qualified orders over \$35. Buy Hello, My Name Is Awesome: How to Create Brand Names That Stick at . **Hello My Name Is Awesome (Version en ingles) Resumen** Hello, My Name Is Awesome: How to Create Brand Names That Stick: Alexandra Watkins: 9781626561861: Books - . **Hello, My Name Is Awesome: How to Create Brand** - Publishers Summary: Too many new companies and products have names that look like the results of a drunken Scrabble[registered] game (Xobni, Svbtle, **Hello, My Name Is Awesome: How to Create Brand Names That Stick** Sep 15, 2014 The NOOK Book (eBook) of the Hello, My Name Is Awesome: How to Create Brand Names That Stick by Alexandra Watkins at Barnes & Noble. **Hello, My Name Is Awesome: How to Create Brand Names That Stick** Hello, My Name Is Awesome: How to Create Brand Names That Stick eBook: Alexandra Watkins: : Tienda Kindle. **Hello, My Name Is Awesome: How to Create Brand Names That Stick** Hello, My Name Is Awesome: How to Create Brand Names That Stick (BK anyone—even noncreative types—can create memorable and effective brand names. **Hello, My Name Is Awesome: How to Create Brand Names That Stick** Hello,

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