

Wordcraft

WORD

CRAFT

{ANSWERS ON BACK}

THE ART OF TURNING LITTLE WORDS
INTO BIG BUSINESS

ALEX FRANKEL

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出版者:Random House Inc

出版时间:2005-3

装帧:Pap

isbn:9781400051052

In Wordcraft , Alex Frankel, a business writer who once briefly worked as a namer, tells the story of how five major brands got their names: BlackBerry, Accenture, Viagra, the Porsche Cayenne, and IBM’ s “e-business.” Behind each name is an account of how words and language infuse the products we use every day with meaning, and how great words actually succeed in changing people’ s behavior. The book is filled with stories about words that come from every corner of our world: technology, health, sports, food, business, and more.

作者介绍:

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