

THE MAKING OF A

NAME

THE INSIDE STORY
OF THE BRANDS WE BUY

STEVE RIVKIN
AND FRASER SUTHERLAND

"Anyone who loves names or needs names will love this book,
and by the end of *The Making of a Name*, you'll know everything
you need to know about names and naming."
—from the foreword by JACK TROTT

Making Of A Name The Inside Story Of The Brands We Buy

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