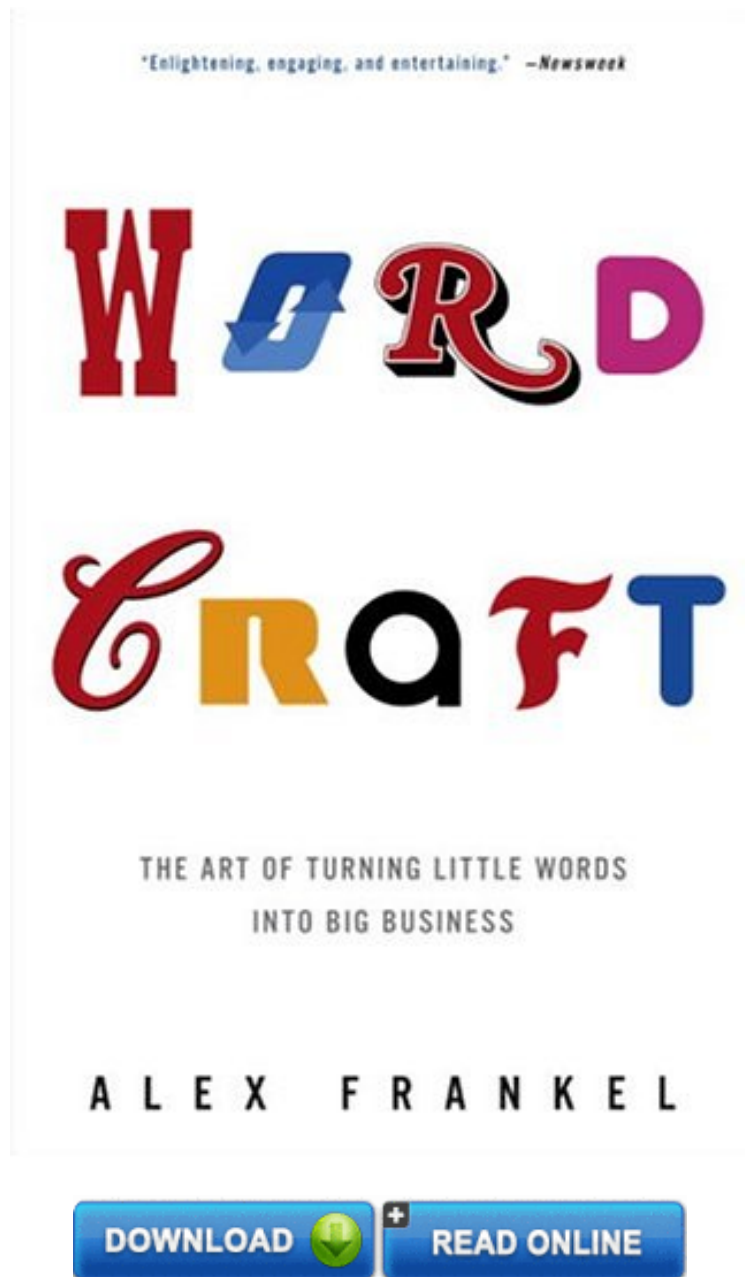


(Download pdf) Wordcraft: The Art of Turning Little Words into Big Business

Wordcraft: The Art of Turning Little Words into Big Business

Alex Frankel

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Alex Frankel : Wordcraft: The Art of Turning Little Words into Big Business before purchasing it in order to gage whether or not it would be worth my time, and all praised Wordcraft: The Art of Turning Little Words into Big Business:

0 of 0 people found the following review helpful. Well Told Story About Naming BusinessesBy William P RossThis book delves into the the world of naming businesses. It is written in gonzo style journalism where the author visits many naming agencies to learn their secrets. What he discovers is mixed as many people he talks are unable to provide him with secrets. There are about five major business sectors the author covers in different industries. IBM, Accenture,

Pfizer, Porsche, and RIM are among the many companies discussed. For example, how RIM named BlackBerry, and how IBM named e-business are discussed. The author meets many people in the naming business and often does interviews with them. I found the book to be engaging, but I was looking for more answers about naming than about the personalities in the naming business. In one section the author mentions that switching between consonants and vowels in the pattern of CVCV makes nice sounding names. I wanted a lot more information like this. Overall, the book held my attention and it was well written so 4.5 stars might be more accurate. 0 of 0 people found the following review helpful. Good stories By Annie Pretty cool - well written, I really enjoyed the stories. As per usual with these types of books, I feel like I was told a story, not taught how to come up with great names of businesses. Would recommend. 0 of 0 people found the following review helpful. Great book By Ana Moreira Cunha Without any doubt the best book in my graphic design and brand identity library. It has reinforced my belief in the unquestionable value of a smart brand name. The word crafting journeys described in the book are priceless, and as a graphic designer, I found many similarities between brand naming and visual brand identity design.

"Five little words: BlackBerry, Accenture, Viagra, Cayenne, e-business. Two of the words are appropriated (BlackBerry and Cayenne); two are completely made up (Viagra and Accenture); and one (e-business) is a composite word made of a word and a letter that already exist. . . . These five words are the characters in this book." Words shape and move the modern marketplace; they are at once ubiquitous and invisible. But where do words such as Saturn, PowerBook, and Tylenol originate? How did we come to "xerox" our paperwork and "have a cup of Starbucks"? Which names work, and why? For journalist Alex Frankel, what began as an exercise in curiosity--tracing the evolution of a handful of the most successful brand names from the marketplace to their places of origin--resulted in a year-long journey in which he gained access to a previously undiscovered world of forward-thinking creatives: professional namers, the unique group of marketers responsible for inventing words that ultimately become a part of our everyday vocabularies. Wordcraft is Frankel's in-depth look at how companies name themselves and their products and, in the process of defining their business through words and language, develop narratives that define the way they present themselves to the outside world. His lively, fly-on-the-wall narrative takes us into the conference rooms of Lexicon, the world's largest professional naming firm, where we see how the highly successful email pager known as the BlackBerry got its name. We travel to Germany to learn how Porsche approached the naming of its controversial SUV, a car that challenged the company's famously sporty image. The creative team behind Viagra explains how they took a completely fabricated word and turned it into a powerful idea. We witness how IBM assumed ownership of the word and story of "e-business" and in so doing turned around its corporate mindset and returned to a dominant industry position. The book is filled with stories about how things get their names, but it's not just tales of business meetings and product launches. We meet the characters who populate the naming world, "information age neologists" like freelance namer Andrea Michaels, who plays professional Scrabble and competes on TV game shows when not brainstorming for corporate clients. And we learn about the civic unrest that erupted in Denver when the naming rights for Mile High Stadium were sold. Frankel laces his narrative with cultural and historical references and quotations from thinkers as diverse as Marianne Moore and Lawrence Lessig, all of which add a layer of richness and depth to this book's multithreaded and engaging stories. For anyone intrigued by the power of words and ideas in today's marketplace, Wordcraft is a captivating tour of a fascinating world. From the Hardcover edition.

From Booklist Frankel has managed to crack open the world of professional namers, a highly guarded group of specialists who focus exclusively on coining brand names. A winning name is crucial to the success of any product, and large companies may spend half a million dollars or more for a cadre of wordsmiths to craft just the right one. A successful name--think of Viagra or FedEx--will leap beyond mere brand recognition to enter the public lexicon. Professional namers don't just sell a name, they craft a complete story to go with it, one that companies will expand on when marketing to the public. Frankel explores the details of the creation of five brand names: BlackBerry, Accenture, Viagra, the Porsche Cayenne, and IBM's e-business, revealing industry-level insight into the characteristics of a good name, and the difficulties involved in finding one that is catchy yet functional. Frankel, a business writer for magazines such as Forbes, Wired, and the New York Times Magazine, briefly worked as a namer himself. A mind-opening examination of image, perception, marketing, and manipulation. David Siegfried Copyright copy; American Library Association. All rights reserved "Enlightening, engaging, and entertaining." "Newsweek" "A thoughtful and engaging exploration of how companies and products get their names nowadays, as well as the function of brands in a global culture . . . Hilarious and revealing." "Wall Street Journal" "Words always matter, but they really matter to a corporation trying to make its brand the one we remember out of the thousands we see daily. That's why the stories behind the creation of names like Viagra or Accenture are so surprisingly rich. With the outsider perspective of a journalist, plus insider perspective gained by crossing over into the 'synthetic languages' business himself, Alex Frankel knows the name game like nobody else." "Rob Walker, 'Consumed' columnist, The New York Times Magazine" "Informative, overdue . . . fascinating." "San Francisco Chronicle" "Wordcraft is a rare

peek inside organizations making enormous decisions about their identities and futures—struggling to develop a brand name that captures what they want to be when they grow up. Journalist Frankel talks his way into situations most of us never see. The book is both vivid and lively.” —Chip Heath, professor of organizational behavior, Stanford Graduate School of Business

From the Trade Paperback edition.

From the Inside Flap

In "Wordcraft," Alex Frankel, a business writer who once briefly worked as a namer, tells the story of how 75 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.