

100 BRAND NAMES and how they came about

by Bernd Samland, PhD

CONTENT:

This book takes you on a journey to discover how 100 brand names came into being - curious facts, exciting stories and interesting background information about all these well-known brands we encounter every day.

Author and brand columnist Bernd Samland, himself a developer of well-known brand names, answers questions such as:

- Why would there have been no American Barbie without the German Bild newspaper?
- Which chocolate bar owes its name to a horse and why?
- What's wrong with Škoda and why was the first Mustang car a lorry?
- What does Bluetooth have to do with blue teeth and why is the Johnnie Walker bottle square?

This book covers all this and much more in a well-researched and entertaining way - for anyone interested in brands, marketing, language and economic history.

The author is founder of a brand agency which introduced more than 2,000 brand names during the recent 30 years. He further worked as head of press for various TV channels, published numerous specialized books on advertising and branding, and works as a lecturer for a number of universities.



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