

**WORDCRAFT: THE ART OF TURNING LITTLE WORDS
INTO BIG BUSINESS**

Alisha Korba

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Wordcraft: The Art of Turning Little Words into Big Business by Alex Frankel

Editorial Reviews. From Booklist. Frankel has managed to crack open the world of professional namers, a highly guarded group of specialists who focus.

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"Five little words: BlackBerry, Accenture, Viagra, Cayenne, e-business. Two of the words are appropriated (BlackBerry and Cayenne); two are completely made.

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The five words are the main characters in this book on product naming and marketing. As a result, I highly recommend that any entrepreneur give this book a read so they can hopefully not hurt their business by choosing a "less than" .
Viagra was a name that caught on quickly. Stefan rated it liked it Mar 04, Norman rated it liked it Apr 02,
It rhymes with Niagara, the famous destination for newlyweds. Shopbop Designer Fashion Brands. Norman rated it liked it Apr 02,