



Naming De A A Z (Portuguese Edition)

Cristina Lobo

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Naming é a parte do Branding dedicado ao estudo e criação de Nomes para Marcas , um nome pode expressar muita coisa ou pode não expressar Nada , o uso do Naming como ferramenta de marketing requer estudos profundos da lingüística , sonoridade e simbolismo da palavra , nomes criados ao acaso raramente dão certo , Naming está mais para ciência do que o simples acaso .Descubra o segredo das grandes marcas de A a Z em Naming de A a Z .

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