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# Don't Call It That: A Naming Workbook

*Eli Altman*

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# Don't Call It That: A Naming Workbook

*Eli Altman*

**Don't Call It That: A Naming Workbook** Eli Altman
**There's a book for naming companies and products. This is it.**
Don't Call It That is a step-by-step workbook that will guide you through the naming process. A Hundred Monkeys Creative Director, Eli Altman, will help you develop attention grabbing names that speak to your audience and establish the seed of your brand.

The book is like that friend who isn't afraid to tell you what you need to hear. It'll help you understand what's at stake and how to approach naming creatively without neglecting practical realities like positioning, trademarks and URLs.

- *How do you find a name that's available?*
- *How do you find a name that grabs people's attention?*
- *How do you tell the difference between a good name and a bad name?*
- *How do you test names in the real world?*
- *How do you find a name that elevates you above the competition*

Don't Call It That will set you straight.

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