

Dictionary Of Trade Name Origins

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Words, Names, and History - Cecily Clark 1995

Cecily Clark (1926-1992) is familiar to medievalists as editor of the Peterborough Chronicle; others will know her work in Anglo-Saxon, Anglo-Norman and Middle English studies, in particular her extensive researches in medieval English onomastics. She lectured at the universities of London, Edinburgh and Aberdeen before settling in Cambridge as Research Fellow of, successively, Newnham College and Clare Hall. She was past joint editor of *Nomina*, a Council member of the English Place-Name Society, and a member of the International Committee of Onomastic Sciences.

Barns of New York - Cynthia Falk 2012-05-01

Barns of New York explores and celebrates the agricultural and architectural diversity of the Empire State-from Long Island to Lake Erie, the Southern Tier to the North Country-providing a unique compendium of the vernacular architecture of rural New York. Through descriptions of the appearance and working of representative historic farm buildings, *Barns of New York* also serves as an authoritative reference for historic preservation efforts across the state. Cynthia G. Falk connects agricultural buildings-both extant examples and those long gone-with the products and processes they made and make possible. Great attention is paid not only to main barns but also to agricultural outbuildings such as chicken coops, smokehouses, and windmills. Falk further emphasizes the types of buildings used to support the cultivation of products specifically associated with the Empire State, including hops, apples, cheese, and maple syrup. Enhanced by more than two hundred contemporary and historic photographs and other images, this book provides historical, cultural, and economic context for understanding the rural landscape. In an appendix are lists of historic farm buildings open to the public at living history museums and historic sites. Through a greater awareness of the buildings found on farms throughout New York, readers will come away with an increased appreciation for the state's rich agricultural and architectural legacy.

Advertising - Frank Jefkins 2016-06-03

Advertising provides a comprehensive coverage of the subject matter. It gives some sample of case studies. There are ten classes of the subject matter. These are classified as being persuasive, informative, institutional, financial, classified, retail, cooperative, industrial, government, and trade. Each of these types is defined and comprehensively explained. The subject matter also has a role to society and this is discussed in the text. The book defines such term as marketing, propaganda, and public relations. Different medium of commercial delivery are outlined. Such medium as via press, television, radio, cinema, direct mail, and exhibitions are analyzed. The process of doing an advertisement is discussed in detail. This is followed by a description of the six sides to advertising. Several advertising organizations are described in detail. And a section of the text identifies the ways in which commercials are being funded. The book will provide useful information to commercial creators, marketers, agents, students, and researchers in the

field of marketing.

A Dictionary of Pseudonyms and Their Origins, with Stories of Name Changes - Adrian Room 1989

Identifies the real persons behind over for thousand pseudonyms, and explains why people change their names, as well as how they arrive at a new name

'The Common Purposes of Life' - Frank A.J.L. James 2017-07-05

For more than two hundred years the Royal Institution has been at the centre of scientific research and has also provided a cultural location for science in Britain. Within its walls some of the major scientific figures of the last two centuries - such as Humphry Davy, Michael Faraday, John Tyndall, James Dewar, Lord Rayleigh, William Henry Bragg, Henry Dale, Eric Rideal, William Lawrence Bragg and George Porter - carried out much of their research. Their discoveries include sodium, the miners' lamp, the electric dynamo, transformer and generator, the 'thermos' flask, x-ray crystallography and much else besides, all of which brought about major changes in the way we live. The success of the Royal Institution in research and in locating science within general culture led it being used as a model for other institutions, most notably by the founders of the Smithsonian Institution in Washington. Much has been written about the scientific work in the Royal Institution, but comparatively little attention has been devoted to the cultural settings which allowed the Royal Institution to become such a major site for the creation of scientific knowledge. This book seeks to rectify this gap by examining various aspects of its history through both thematic and chronological chapters.

A Dictionary of Jewish Names and Their History - Ben Zion C. Kaganoff 1977

Dictionary of Trade Name Origins - Adrian Room 1982

The Business Library and how to Use it - Ernest L. Maier 1996

This newly revised and updated edition (formerly titled "How To Use the Business Library"), the first in 12 years, is a key to timely and relevant business information. Written by two marketing professors and two librarians, this work is divided into four main sections: Introduction to Business Research and the Library; Research Strategies and General Sources of Business Information; Sources of Business Information; and Using What You've Learned. Each of the 16 chapters features an introduction to the topic, an in-depth descriptive list of relevant sources, and research tasks the sources can be used to perform. Expanding coverage on new and emerging technologies in business sources, this edition also provides new methods of accessing this information. Additionally, subject, author/title, organization, and association indexes have been included as well as more international sources, databases, and government publications. The final chapter/section guides the reader through the preparation of a research-based business report. A necessary purchase for academic libraries and very useful in public libraries.

Encyclopedia of Language and Linguistics - 2005-11-24

The first edition of ELL (1993, Ron Asher, Editor) was hailed as "the field's standard reference work for a generation". Now the all-new second edition matches ELL's comprehensiveness and high quality, expanded for a new generation, while being the first encyclopedia to really exploit the multimedia potential of linguistics.

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Ground-breaking in scope - wider than any predecessor

An invaluable resource for researchers, academics, students and professionals in the fields of: linguistics, anthropology, education, psychology, language acquisition, language pathology, cognitive science, sociology, the law, the media, medicine & computer science. The most authoritative, up-to-date, comprehensive, and international reference source in its field

Using the Financial and Business Literature - Thomas Slavens 2004-03-11

Specifically written to assist in the quick retrieval of commercial, industrial, manufacturing, communicative, automotive, and agricultural research, this reference conveniently assembles the most recent print and electronic research tools, compact discs, and online databases for swift collection and organization of information in the business, marketing, and financial communities.

Trade Name Origins - Adrian Room 1997

Alphabetically arranged entries present the stories behind over 700 everyday trade names, such as aspirin, Grape Nuts, Lego, and Wimpy, with information on how trade names are devised and a look at the linguistic and legal pitfalls of choosing a name.

A Hero for the Atomic Age - Axel Andersson 2010

Nomination for Best Foreign Film at the 2013 Academy Awards

In English and many other languages the name 'Kon-Tiki' has become a byword for adventure and the exotic. The journey of the Kon-Tiki from Peru to Polynesia in 1947 became one of the founding myths of the postwar world. In the voyage of six Scandinavians and a parrot on a balsa raft across the Pacific Ocean the classic journey of discovery was re-invented for generations to come. Kon-Tiki spoke of heroism, masculinity, free-spirited rebellion against scientific dogmatism, and the promise of an attainable exotic world, while it updated these mythological staples to fit the times. After years of relentless media exploitation of the 101-day raft journey, Heyerdahl emerged as the protagonist in a legend that helped to create a new postwar West. **A Hero for the Atomic Age**

tells the story of how Heyerdahl organized an expedition to sail a balsa raft from Callao in Peru to the Tuamotu Islands in French Polynesia, and explains how he turned this physical crossing into an epic narrative that became imbued with a universal appeal. The book also addresses, for the first time, the problematic nature of Heyerdahl's theory that a white culture-bearing race had initiated all the world's great civilizations.

Trademark Valuation - Gordon V. Smith 1997

Trademarks are among the most intangible of assets, yet they can have enormous value for an enterprise. The pink color of Owens-Corning insulation, McDonald's golden arches, the unique shape of the classic Coke bottle, these words, symbols, and colors embody the goodwill of the companies and institutions they represent. Potent cultural icons, trademarks are associated with quality, security, and even a sense of belonging in the minds of consumers. But how, exactly, do you determine the value of your trademark? How do you know if you are getting the best return on investment from your trademark? And what are the potential advantages and disadvantages of licensing your trademark, or even selling it outright? The first guide devoted exclusively to an increasingly important area of intellectual property, **Trademark Valuation** provides answers to these and all your questions about how to value your trademark and to develop strategies for exploiting its full potential. Gordon V. Smith, a consultant with more than three decades of experience advising clients on the value of their intellectual property, dispels common myths and misconceptions about trademarks and replaces them with logical, down-to-earth, practical guidance. Employing his unique talent for translating complex legal and financial concepts into plain English, he acquaints you with all the key legal and financial concepts, terms, principles, and practices, and guides you step-by-step through the entire valuation process. And, perhaps most importantly, he shows you how to use the information derived from your valuation to develop surefire strategies for getting the most out of your trademark. With the help of dozens of case studies, Smith places the subject of trademark management in a contemporary, real-world context. He examines the role of crucial factors such as trademark longevity and offers guidelines for analyzing current and future market trends. He explores the implications of the emerging world marketplace. And he considers various worst-case scenarios, including infringement and piracy, bankruptcy, acts of consumer terrorism, and other potential crises that can have a disastrous effect on the value of a trademark. **Trademark Valuation** is required reading for valuation experts, trademark specialists, and licensing executives, as well as the accountants and attorneys who work with them. It is also a valuable reference for advertising executives, business appraisers, and institutional investors. "They can be nostalgic reminders of times past, examples of outstanding graphic design, or the symbols of powerful institutions that influence our lives. As pleasant as it might be to contemplate their nostalgic or artistic aspects . . . trademarks are business assets and must be viewed primarily in the context of commercial enterprise. Their task is to contribute to the profitability of the parent enterprise. Commerce is driven by return-on-investment principles, and trademarks are not exempted from that requirement. Even trademarks that are associated with nonprofit, governmental, or institutional organizations are used for a purpose and promoted with an objective in mind. They must be judged by how well they meet those objectives." - Gordon V. Smith

Written by an expert with thirty-five years of experience in the field, this is the first and only guide devoted exclusively to this vital area of intellectual property. **Trademark Valuation** includes:

- * Methods to determine the real value of your

trademark and exploit its full potential * Dozens of case studies that illustrate how to apply valuation methods and strategies to real-world situations * Complex legal and financial concepts, terms, principles, and practices translated into plain English * Discussions of GATT, NAFTA, emerging markets, piracy, and other international trademark considerations * An appendix with valuable benchmarking information on the roles trademarks play in the financial life of many diverse industries

Ntc'S Dictionary Of Trade Name Origins - Room 1998-01-01

Visual Merchandising - Louisa Iarocci 2017-07-05

Situated at the crossroads of visual culture and consumerism, this essay collection examines visual merchandising as both a business and an art. It seeks to challenge that scholarly ambivalence that often celebrates the spectacle but denies the agenda of consumerism. The volume considers strategies in the imaging of selling from the mid nineteenth century to the present, in terms of the visual interaction that occurs between the commodity and the consumer and between body and space. Under the categories of Promotion, Product and Place, contributors to the volume examine the strategies in the presentation of retail goods and environments that range from print advertising to product design to store display and architecture. *Visual Merchandising: The Image of Selling* is located directly at the nexus of business practice and cultural myth, where the spectator never loses sight of their status as buyer and the object of desire is always still a commodity.

Business Quiz Book - Dr.R.Senapathi Ramasami

Language History and Linguistic Modelling - Jacek Fisiak 1997

This work presents a collection of some 130 contributions covering a wide range of topics of interest to historical, theoretical and applied linguistics alike. A major theme is the development of English which is examined on several levels in the light of recent linguistic theory in various papers. The geographical dimension is also treated extensively with papers on controversial aspects of a variety of studies, as are topical linguistic matters from a more general perspective.

Travels in Paradox - Claudio Minca 2006-03-30

This innovative volume focuses on tourism through the twin lenses of cultural theory and cultural geography. Presenting a set of innovative case studies on tourist places around the world, the contributors explore the paradoxes of the tourist experience and the implications of these paradoxes for our broader understanding of modern identity as simultaneously grounded and mobile. The book examines how tourism reveals the paradoxical ways that places are both mobile and rooted, real and fake, inhabited by those who are simultaneously insiders and outsiders, and both subjectively experienced and objectively viewed. This rich blend of empirical and theoretical analysis will be invaluable for cultural geographers, anthropologists, and sociologists of tourism.

Words, Lexemes, Concepts, Approaches to the Lexicon - Wolfgang Falkner 1999

An Alphabetical Guide to the Language of Name Studies - Adrian Room 1996

Information on more than 660 terms used in onomastics, the study of names.

NTC'S Dictionary of Trade Name Origins - Adrian Room 1991

Dictionary of Pseudonyms - Adrian Room 1998

Throughout history many individuals have changed their names or adopted pseudonyms for a variety of reasons. In

some cases the change is a mere simplification, while some make the change to adapt to a new homeland. Whatever the reason, the new names present many questions, both serious and trivial, for researchers of all kinds. This greatly expanded and completely updated version of our highly acclaimed title ("very useful" -- RQ; "deserves a place in any collection of serious onomastic works"--Verbatim) gives the changed names of over 8,000 people (up from 4,000 in the earlier edition) who have "made a name for themselves." Arranged by pseudonym, the entries give the true name, vital dates, country of origin or settlement, and profession. Many entries include the story behind the persons name change. Seven introductory chapters offer an enlightening look at the various aspects of names and pseudonyms, including such topics as "Names for a Living," "Invented Names" and "Why Another Name?" Fully indexed.

Dictionary of Trade Name Origins Adrian Room - Adrian Room 1982

Trade-marks - Harry Bennett 1949

Legal and commercial aspects with particular attention to chemicals, chemical specialties and allied products, including a list of trade-mark and trade-name products and their suppliers - Contents - Preface - Introduction - Part I. Legal Aspects - Rules of Practice in Trade-Mark Cases - Forms for Trade-Mark Cases - "Lanham Act"- New Trade-Mark Law - Some Decisions of the United States Courts - Difference between Trade-Mark and Trade Name - Qualifying a Trade-Mark for Registration under the "Lanham Act" - British Legal Requirements - Registration Procedure - Protection of Trade-Marks Abroad - Part II. Coining of Trade-Marks - Types of Trade-Marks - The Perfect Trade-Mark - Selecting a Trade-Mark - Surveying the Field - The Making of Words - Beautiful Names - Short Names - Indirectly Descriptive Names - The Series of Trade Names - Use of the Name Finders - Trade-Marks Derived from Foreign Languages - Latin and Greek Words - Five-Language Dictionary - International Trade-Marks - Part III. Trade-Mark Dictionaries - Trade-Marks Classified According to Meaning (Type) - Old Trade-Marks - Trade-Marks Classified According to Industry - Books and Trade Papers Listing Trade-Marks - Trade-Marks Referring to Chemicals and Allied Products - Alphabetical List of Trade-Marks - Alphabetical List of Trade-Mark Owners - Composition of Trade-Marked Products -

Branding - John M. Murphy 2016-07-27

Brands are among the most valuable assets of most of today's corporations. Brand names are the lingua franca of commerce. Branding is all about brands in both the packaged goods and the services industries - how to develop them, how to protect them, how to use them effectively. It combines the practical experience of marketing executives, trade mark lawyers, designers, advertising agents and others. It provides an international perspective on branding and is the first, authoritative book written on this increasingly important subject.

Fritz Spiegl's Sick Notes: An Alphabetical Browsing-Book of Derivatives, Abbreviations, Mnemonics and Slang for Amusement and Edification of Medics, Nurses, Patients and Hypochondriacs - Fritz Spiegl 1996-02-15

This dictionary is, in the very best sense, a good read. It explains the meanings and derivations of the medical terms, abbreviations, mnemonics, and slang used by doctors, nurses, and health-care professionals publicly and privately. It defines, for instance, the abbreviations doctors use in writing prescriptions and explains the Latin and Greek derivations of medical terms. The author writes clearly and often humorously, not hesitating to voice his personal opinions. He guides his readers through the world of medical language like a good friend-clarifying, cautioning, and teaching with

wit and laughter. About the Author: Fritz Spiegl has written many books, including *Dead Funny*, *The Joy of Words*, and *The Guinness Book of Musical Blunders* (in prep.), and is a popular BBC radio commentator, especially revered for his mastery of the English language.

The Cigarette Book - Chris Harrald 2010-11

"A truthful and learned treasury of musings on the miracle drug."—Beryl Bainbridge

Sir James Dewar, 1842-1923 - J.S. Rowlinson 2016-03-09

Sir James Dewar was a major figure in British chemistry for around 40 years. He held the posts of Jacksonian Professor of Natural Philosophy at Cambridge (1875-1923) and Fullerian Professor of Chemistry at the Royal Institution (1877-1923) and is remembered principally for his efforts to liquefy hydrogen successfully in the field that would come to be known as cryogenics. His experiments in this field led him to develop the vacuum flask, now more commonly known as the thermos, and in 1898 he was the first person to successfully liquefy hydrogen. A man of many interests, he was also, with Frederick Abel, the inventor of explosive cordite, an achievement that involved him in a major legal battle with Alfred Nobel. Indeed, Dewar's career saw him involved in a number of public quarrels with fellow scientists; he was a fierce and sometimes unscrupulous defender of his rights and his claims to priority in a way that throws much light on the scientific spirit and practice of his day. This, the first scholarly biography of Dewar, seeks to resurrect and reinterpret a man who was a giant of his time, but is now sadly overlooked. In so doing, the book will shed much new light on the scientific culture of the late-nineteenth and early-twentieth centuries and the development of the field of chemistry in Britain.

Brands - S. Hart 1997-11-14

Branding is currently one of the most exciting subjects around; business people everywhere are waking up to the fact that brands are a huge source of value. But it is only by understanding the real value that brands bring to consumers that brand owners and manufacturers can truly learn to exploit that value. Brands no longer operate only in the traditional packaged goods markets; the techniques of good branding are just as vital in the business-to-business and utilities sectors, and are increasingly being applied even in non-commercial areas, from charities to football clubs. This comprehensive and authoritative book looks at branding from a wide range of perspectives: from the creation of a new brand, through the development of brand names and packaging designs, to advertising international brands. It explores the hot topics of brand valuation and brand licensing, as well as studying the increasingly important role of the corporate brand. This book is a must for anyone with an interest in brands.

The Player Piano and the Edwardian Novel - Cecilia Björkén-Nyberg 2016-03-03

In her study of music-making in the Edwardian novel, Cecilia Björkén-Nyberg argues that the invention and development of the player piano had a significant effect on the perception, performance and appreciation of music during the period. In contrast to existing devices for producing music mechanically such as the phonograph and gramophone, the player piano granted its operator freedom of individual expression by permitting the performer to modify the tempo. Because the traditional piano was the undisputed altar of domestic and highly gendered music-making, Björkén-Nyberg suggests, the potential for intervention by the mechanical piano's operator had a subversive effect on traditional notions about the status of the musical work itself and about the people who were variously defined by their relationship to it. She examines works by Dorothy Richardson, E.M. Forster, Henry Handel Richardson, Max Beerbohm and Compton Mackenzie, among others, contending

that Edwardian fiction with music as a subject undermined the prevalent antithesis, expressed in contemporary music literature, between a nineteenth-century conception of music as a means of transcendence and the increasing mechanisation of music as represented by the player piano. Her timely survey of the player piano in the context of Edwardian commercial and technical discourse draws on a rich array of archival materials to shed new light on the historically conditioned activity of music-making in early twentieth-century fiction.

Trade Names in Contemporary Romanian Public Space -

Alina Bughesiu 2015-10-05

This book is a linguistic research study of trade names, especially names of firms (in the production and services sector), shops, eating/drinking houses and accommodation locations. It identifies and analyses the onomastic behaviour characteristic of the field of trades in contemporary Romanian public space, in addition to delineating a representative naming pattern for every subcategory of commercial onomastics investigated, according to three coordinates: (1) lexical and grammatical structure, (2) semantics (pointing out different levels of meaning), and (3) language preference. Methodologically, this book relies on the theoretical configuration provided by onomastics, functional, cognitive and generative grammar, semiotics (in the interpretation of trade names as iconic, indexical and symbolic signs), and pragmatics (observing that trade names underlie speech acts). Moreover, the study also refers to psycholinguistics, underlining the cognitive and affective mechanisms that are involved in the creation and use of trade names. The way in which commercial designations behave in society (especially how they contribute to the characterisation of a community both linguistically and culturally) is analysed using the tools of sociolinguistics. From the same point of view, the current context of trade names is also described, with reference to the influence of the English language and the American sociocultural mindset (as instruments of globalisation) on the Romanian language and culture, and particularly on the unprecedented development of commercial onomastics. The methodology employed in this book furthermore includes theoretical precepts specific to linguistic polyphony, emphasising the similarity between trade names and unconventional anthroponyms (particularly nicknames and virtual names). Postcolonial studies, and post-communist studies, as a branch of this field of research, also play a role here. Finally, the reference to translation studies is made in order to be able to define trade names as cultural mediators in contemporary Romanian public space.

Handbook of Research on Global Perspectives on

International Advertising - Krom, Ipek 2022-06-24

International advertising is an important discipline in social sciences studies and though many books and articles have been published surrounding international advertising, only a few of them contain information about the advertising industry related to specific international countries and regions. Additional consideration on how advertising is utilized across the world is vital to understand the current best practices, challenges, and opportunities in the marketing field. The Handbook of Research on Global Perspectives on International Advertising considers various perspectives on international advertising through global and local lenses and discusses strategies and tactics of advertising across the globe. Covering topics such as branding, political advertising, cultural features, and tourism advertising, this reference work is ideal for industry professionals, academicians, practitioners, researchers, scholars, instructors, and students.

Guide to Reference in Business and Economics - Steven W. Sowards 2014-07-22

Focusing on print and electronic sources that are key to business and economics reference, this work is a must-have for every reference desk.

A Concise Dictionary of Bibliographical Terms, Book Trade Terms, and Place Names in Polish - Edmund Stanley Przybylski 1953

A Law Dictionary - Henry Campbell Black 1910

How to Find Business Information - Lucy Heckman 2011-07-31

This fact-filled guide serves as an introductory handbook or as a refresher for those who want to research a specific topic or update their research skills.

The Oxford Handbook of Names and Naming - Carole Hough 2016-04-28

In this handbook, scholars from around the world offer an up-to-date account of the state of the art in different areas of onomastics, in a format that is both useful to specialists in related fields and accessible to the general reader. Since Ancient Greece, names have been regarded as central to the study of language, and this has continued to be a major theme of both philosophical and linguistic enquiry throughout the history of Western thought. The investigation of name origins is more recent, as is the study of names in literature. Relatively new is the study of names in society, which draws on techniques from sociolinguistics and has gradually been gathering momentum over the last few decades. The structure of this volume reflects the emergence of the main branches of name studies, in roughly chronological order. The first Part focuses on name theory and outlines key issues about the role of names in language, focusing on grammar, meaning, and discourse. Parts II and III deal with the study of place-names and personal names respectively, while Part IV outlines contrasting approaches to the study of names in literature, with case studies from different languages and time periods. Part V explores the field of socio-onomastics, with chapters relating to the names of people, places, and commercial products. Part VI then examines the interdisciplinary nature of name studies, before the concluding Part presents a selection of animate and inanimate referents ranging from aircraft to animals, and explains the naming strategies adopted for them.

Handbook of Business Communication - Gerlinde Mautner 2017-07-24

In spite of the day-to-day relevance of business communication, it remains underrepresented in standard handbooks and textbooks on applied linguistics. The present volume introduces readers to a wide variety of linguistic studies of business communication, ranging from traditional LSP approaches to contemporary discourse-based work, and from the micro-level of lexical choice to macro-level questions of language policy and culture.

Trademarked: A History of Well-known Brands - David Newton 2008-02-01

David Newton, formerly Head of Patents Information at the British Library, has selected 220 of the most interesting and curious of the brands registered in the first 30 years of trade registration, between 1876 and 1906. He discusses the history and development of a number of household names including Shell, Listerine, Carlsberg beer, Triumph cars and Lea and Perrin sauces.

Marketing Information - Michael R. Oppenheim 2013-10-31

Help your patrons create effective marketing research plans with this sourcebook! *Marketing Information: A Strategic Guide for Business and Finance Libraries* identifies and describes secondary published sources of information for typical marketing questions and research projects. Experts in the field offer a guided tour of the signposts and landmarks in the world of marketing information—highlighting the most important features. This extensive guide serves as a strategic bibliography, covering over 200 printed books and serials, subscription databases, and free Web sites. *Marketing Information* contains several useful features, including: basic bibliographic descriptions with publisher location, frequency, format, price, and URL contact information for each source listed special text boxes with practical tips, techniques, and short cuts an alphabetical listing of all source titles an index to subjects and sources Unlike some research guides that recommend only esoteric and expensive resources, this book offers a well-balanced mix of the 'readily available' and the costly and/or not widely available, so that researchers who lack immediate access to a large university business research collection still has a core of accessible materials that can be found in a public library or on the Web. This book will help you provide top-notch service to clients such as: marketing instructors in developing assignments and other curricula which incorporate a business information literacy component students whose assignments require library or other research to identify and use key marketing information tools entrepreneurs and self-employed business people writing marketing plans, business plans, loan applications, and feasibility plans marketers who wish to consult and/or incorporate standard secondary sources in their marketing plans or research projects experienced market researchers who need relevant secondary sources as a preliminary step to surveys, questionnaires, and focus groups reference librarians who advise these groups in academic, public, or corporate library settings collection development librarians selecting material for public, academic, and special libraries *Marketing Information* is a practical tool for marketers and for those studying to be marketers. The authors are seasoned academic business librarians who have helped doctoral candidates, faculty researchers, MBA and undergraduate students, marketing professionals, entrepreneurs, and business managers all find the right information. Now, in this resource, they come together to help you!