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# Wordcraft The Art Of Turning Little Words Into Big Business

## By Alex Frankel

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*little words into big business* journalist alex frankel spent some time as a name developer about a decade ago and turned his dual interests into this book a bination of diligent research and first person narrative'

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*how it is likely to be perceived by the market'*

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in the second half the author had a promising  
book on the craft of words and language in  
branding but tried too hard to give it an air  
of gravitas and zeitgeist when discussing  
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