

1. Record Nr.	UNINA9910155110603321
Autore	Martin Kathy
Titolo	Famous brand names and their origins // Kathy Martin
Pubbl/distr/stampa	Barnsley, England : , : Pen & Sword History, , 2016 ©2016
ISBN	1-5267-0185-5
Descrizione fisica	1 online resource (235 pages) : illustrations
Disciplina	658.827
Soggetti	Brand name products
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references.
Sommario/riassunto	Many brands, including Marks & Spencer, Heinz and Kelloggs, were named after their founders whilst others have quirkier origins - did you know that Lego comes from the Danish for both 'play well' or 'I put together'? This fascinating book by Kathy Martin explores the stories behind the brands, their names and founders. Full of factboxes and period advertising, this must-read book will appeal to everyone interested in advertising, social history, food and famous names.