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the House Permanent Select Committee on Intelligence, the House Committee on Oversight and Reform, and the House Committee on Foreign Affairs: Transcripts, Statements, and Exhibits --^volume 3. Impeachment Inquiry Public Hearings Before the House Permanent Select Committee on Intelligence: Transcripts -- volume 4. House Permanent Select Committee on Intelligence: Transmission to the House Committee on the Judiciary Pursuant to H. Res. 660 -- volume 5. Constitutional Grounds for Presidential Impeachment, Report by the Majority Staff of the House Committee on the Judiciary, December 2019 --^volume 6. Committee Report to Accompany H. Res. 755, Impeachment of Donald J. Trump, President of the United States, H. Rept. 116-346 --^volume 7. Transcript of the July 24, 2019 House Committee on the Judiciary Hearing, "Oversight of the Report on the Investigation into Russian Interference in the 2016 Presidential Record: Former Special Counsel Mueller, III" -- volume 8. Transcript of the December 4, 2019 House Committee on the Judiciary Hearing, "The Impeachment Inquiry into President Donald J. Trump: Constitutional Grounds for Presidential Impeachment" --^volume 9. Transcript of the December 9, 2019 House Committee on the Judiciary Hearing, "The Impeachment Inquiry into President Donald J. Trump: Presentations from the House Permanent Select Committee on Intelligence and House Judiciary Committee" -- volume 10, part 1. Transcript of December 11-13, 2019 Committee on the Judiciary Markup of: H. Res. 755, Articles of Impeachment Against President Donald J. Trump, Volumes I-XI -- volume 10, part 2. Transcript of December 11-13, 2019 Committee on the Judiciary Markup of: H. Res. 755, Articles of Impeachment Against President Donald J. Trump, Volumes I-XI -- volume 10, part 3. Transcript of December 11-13, 2019 Committee on the Judiciary Markup of: H. Res. 755, Articles of Impeachment Against President Donald J. Trump, Volumes I-XI --^volume 10, part 4. Transcript of December 11-13, 2019 Committee on the Judiciary Markup of: H. Res. 755, Articles of Impeachment Against President Donald J. Trump, Volumes I-XI -- ^volume 10, part 5. Transcript of December 11-13, 2019 Committee on the Judiciary Markup of: H. Res. 755, Articles of Impeachment Against President Donald J. Trump, Volumes I-XI --^volume 10, part 6. Transcript of December 11-13, 2019 Committee on the Judiciary Markup of: H. Res. 755, Articles of Impeachment Against President Donald J. Trump, Volumes I-XI -- volume 10, part 7. Transcript of December 11-13, 2019 Committee on the Judiciary Markup of: H. Res. 755, Articles of Impeachment Against President Donald J. Trump, Volumes I-XI -- volume 10, part 8. Transcript of December 11-13, 2019 Committee on the Judiciary Markup of: H. Res. 755, Articles of Impeachment Against President Donald J. Trump, Volumes I-XI -- ^volume 10, part 9. Transcript of December 11-13, 2019 Committee on the Judiciary Markup of: H. Res. 755, Articles of Impeachment Against President Donald J. Trump, Volumes I-XI --^volume 10, part 10. Transcript of December 11-13, 2019 Committee on the Judiciary Markup of: H. Res. 755, Articles of Impeachment Against President Donald J. Trump, Volumes I-XI --^volume 10, part 11. Transcript of December 11-13, 2019 Committee on the Judiciary Markup of: H. Res. 755, Articles of Impeachment Against President Donald J. Trump, Volumes I-XI -- volume 11, part 1. Historic Materials -- volume 11, part 2. Historic Materials -- volume 11, part 3. Historic Materials -- volume 11, part 4. Historic Materials -- volume 11, part 5. Historic Materials --volume 11, part 6. Historic Materials -- volume 11, part 7. Historic Materials --^volume 12. H. Res. 755, Impeaching Donald John Trump, President of the United States, for High Crimes and

Misdemeanors (116th Congress) --^volume 13. H. Res. 767, Providing for Consideration of H. Res. 755, Impeaching Donald John Trump, President of the United States, for High Crimes and Misdemeanors (116th Congress) --^volume 14. H. Res. 660, Directing Certain Committees to Continue Their Ongoing Investigation as Part of the Existing House of Representatives Inquiry Into Whether Sufficient Grounds Exist for the House of Representatives to Exercise its Constitutional Power to Impeach Donald John Trump, President of the United States of America, And for Other Purposes (116th Congress) -- volume 15. H. Res. 430, Authorizing the Committee on the Judiciary to Initiate or Intervene in Judicial Proceedings to Enforce Certain Subpoenas and for Other Purposes --^volume 16. Resolution Recommending that the House of Representatives Find William P. Barr, Attorney General, U.S. Department of Justice, in Contempt of Congress for Refusal to Comply with a Subpoena Duly Issued by the Committee on the Judiciary (116th Congress) --^volume 17. Classified Documents -- volume 18. Miscellaneous.

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Autore	Watkins Alexandra
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Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Sommario/riassunto	The ultimate guide to naming your product or business has been updated throughout with twice as many resources as before, new

stories (of both hits and flops), and an entirely new chapter on the power of names in the workplace. Too many new companies and products have names that look like the results of a drunken Scrabble game (Xobni, Svbtle, Doostang). In this entertaining and engaging book, ace-naming consultant Alexandra Watkins explains how anyone—even noncreative types—can create memorable and effective brand names. No degree in linguistics required. The heart of the book is Watkins's proven SMILE and SCRATCH Test. A great name makes you SMILE because it is Suggestive—evokes something about your brand; is Memorable—makes an association with the familiar; uses Imagery— aids memory through evocative visuals; has Legs—lends itself to a theme for extended mileage; and is Emotional—moves people. A bad name, on the other hand, makes you SCRATCH your head because it is Spelling challenged—looks like a typo; is a Copycat—similar to competitors' names; is Restrictive—limits future growth; is Annoying— seems forced and frustrates customers; is Tame—feels flat, merely descriptive, and uninspired; suffers from the Curse of Knowledge— speaks only to insiders; and is Hard to pronounce—confuses and distances customers. This 50 percent–new second edition has double the number of brainstorming tools and techniques, even more secrets and strategies to nab an available domain name, a brand-new chapter on how companies are using creative names around the office to add personality to everything from cafeterias to conference rooms, and much more.
