



From Altoids to Zima: The Surprising Stories Behind 125 Famous Brand Names

Evan Morris

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Ever wondered what the Ms in M&Ms stand for?

If Scotch tape was invented in Scotland?

Why a cereal that contains neither grapes nor nuts is called Grape Nuts?

Who thought Gap was a good name for a clothing store?

From the Adidas we wear to the Volkswagens we drive, the daily lives of Americans are dominated by the manufacturers' trademarks that adorn nearly everything we own. Food, clothes, cars, household furnishings, even cell phones are all chosen by brand name. Yet many of these trademarks and product names pose mysteries.

But not when Evan Morris, creator of the award-winning The Word Detective website, is on the case! In *From Altoids to Zima* he reveals the fascinating, often wacky stories behind 125 brand names. Organized by product categories -- food and drink; clothing; technology, toys, and assorted bright ideas; cars; and drugs and cosmetics -- the story of each product is told with Morris's trademark wit and humor, complete with sidebars that highlight brand names that have become "genericized" (aspirin); a "What Were They Thinking?" honor roll of strange and often disastrous product names (Edsel); what happens when good brand names go bad (Kool-Aid after the Jonestown mass suicide); and debunked urban legends (the combination of Pop Rocks and soda that was rumored to be lethal).



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From reader reviews:

Cindy Searcy:

A lot of people always spent their free time to vacation or even go to the outside with them household or their friend. Were you aware? Many a lot of people spent they will free time just watching TV, or maybe playing video games all day long. If you want to try to find a new activity this is look different you can read some sort of book. It is really fun in your case. If you enjoy the book that you simply read you can spent all day every day to reading a publication. The book From Altoids to Zima: The Surprising Stories Behind 125 Famous Brand Names it is very good to read. There are a lot of folks that recommended this book. These were enjoying reading this book. When you did not have enough space to deliver this book you can buy the particular e-book. You can m0ore simply to read this book out of your smart phone. The price is not too expensive but this book has high quality.

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