



What's In A Name: The stories behind some of the best known companies, products and names in the world

Woody Vincent

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Did you know that coffee was once banned by the Christian world as the drink of the Devil? Or, that the story 'Frankenstein' owes its birth to a volcanic eruption? Do you know the connection between bottle caps and razor blades, or that the microwave is a spinoff of Radar? You'll find the fascinating connections to all of these questions in "What's In A Name"; an immensely entertaining history of the stories behind some of the best known companies, products, names and events in the world. Business broadcaster, Woody Vincent, brings the narratives from his popular on-air feature to life in 59 fact-filled, easy-to-read stories. A great read for anyone wishing to have a little "water-cooler" fluff to add to his or her repertoire, or just plain fun for history and trivia buffs alike. If you've ever wondered about Ponzi schemes, artificial sweeteners, Kodak cameras, the stories behind Santa Claus, Coca-Cola or dozens of other curiosities, this is the perfect book for you! Do you know why it's called "Steak Tartar"? Or why Dave Thomas named his hamburger chain "Wendy's"...the answer will surprise you, because it's not exactly what you think. If you've ever wanted to dazzle your friends with scintillating dinner conversation, this is your book. It's much much more than just a quick description of the origins of company names; it's a delightful "connect-the-dots" whodunnit that explains the histories behind so many of the things we take for granted. The world as we know it didn't just fall off a tree one day. Here's your chance to get in on the backstories of the world of free enterprise...plus a whole lot more!

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