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## **The Good Name as an Asset: The Communicative Dimension of Company Names**

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The name is often the first thing we get to know about a new or so far unknown business. Therefore, it is not surprising that companies leave nothing to chance and ask external agencies to create the perfect name for them. Its process of invention can easily cost a six-figure sum. But is this a good investment? Does the perfect name really exist, since people from different age groups certainly have various opinions about it?

The presentation firstly deals, on the basis of a representative survey with over 2,000 participants from all over Germany, with the economic value and the influential factors of a good name – on the part of stakeholders for example age, origin and education level; for companies tradition, internationality and their branch. Secondly, the question is answered which criteria have to be considered when a new name is created. Its informative value, i.e. the degree of transparency, the name's length and possible elements from foreign languages are important, furthermore the message that the company wants to get across to potential customers or business partners, i.e. the associations that the name should evoke. Concerning the concrete design of a name, the right mixture of the aforementioned and other parameters is crucial. Conclusively, an example case illustrates how our results can be used in practice.

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