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The Masquerade Ball

during the Typing Revolution

Naseem Javed

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It's New Year's Eve. The music has completely stopped and so has the dancing. In silence strange things appear, fancy dressed harlequins and charlatans run around taking cover in mass confusion; the population at large is already at the gates, screaming slogans, demanding Honesty and Integrity while the Typing Revolution charges on with a thunder.... klika-ta-klick, klika-ta-klick,. . How did we arrive here?



BRANDING

First, let's go to the dance party:

Corporations, which dressed up like Charlatans or Harlequins, have done enough dancing. Shareholders are no longer fooled by their fancy image, boasting some fake identity with a silly name making fun of their investments. Everyonedemands honesty from every aspect of the business empire. It's all about trustworthiness. In January 2003, ABC Namebank International* completed a global survey. A list of 5000 major international corporations was compiled and **each corporate name was analyzed for its marketing power, image and trustworthiness in the following four categories.**

Suitability: how truly a name describes the nature of the business..

Irrelevant names often mislead shareholders and confuse customers. Strange name identities, projecting weird, non-related, connotations, appear intentionally deceptive. Dressed up in fancy logos, bright color schemes with shooting stars they create doubt among already burnt investors. **83% of the names failed the acid test of suitability.**

Personality: how a name stands out among other competitors with respectability and credibility.

Names are like people, big or small, handsome or plain. They come and they go. An impressive personality attracts opportunities but than, silly, nonsensical, overly creative, too trendy names projecting a short life expectancy, scare everyone. **47% failed.**

Registrability: how a name with its identical DotCom is globally owned by the corporation.

Names are liabilities if tangled in global trademark litigations, bleeding marketing and advertising dollars. Too many similar names are also disasters. E-commerce, with all its vengeance, only crushes these names on search engines. Customers can hardly find the right company at the right time. **85% failed.**

Respectability: how a name matches its real image with actual goals and results.

When image is credible and matches the projected goals, shareholders feel *Continued --Scroll Down*



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EBAY Tips Cont'd

Last month I wrote an article on my experiences as a seller on eBay. My fees for the PayPal service, in addition to eBay's services, were more than expected! Additionally, shipping cost(s) for one of the items I sold, doubled! Go [HERE](#) for the rest of this feature story.

-editor

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The Masquerade Ball BRANDING, Cont'd

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comfortable and consumers trust the corporation. Unfortunately, this group of shining stars is very small. They have one of a kind, unique, powerful, global name identity and image of respectability and trustworthiness. **93% failed**

The research also classified the corporate name identity of the global multi-nationals in the **following four categories**:

Charlatans: Deceptive Corporate images appearing to intentionally confuse shareholders. Names with false projections about their marketing reach or financial capabilities. "Global Monopoly Inc"; "MarchFirst Inc."; "e-Corporation"; "Global Crossing"; "WorldCom". "MCom"

Ghosts: Images originating from the early part of the last century, or prior, projecting futuristic goals. Re-invented logos under old; antiquated names confuse the marketplace. "e-Steel"; "St. Peter's Online Bank"; "Devine E-Commerce". "e Eaton"

Alphabetti Soup: Names that simply drown in the soup, making it impossible to decipher the nature of its business. This tricks the marketplace wrongly. "XPGHRT INC"; "FUGTI"; "AIGTNA"; "BOOBOO INC"; "3 INC". "HIH"

Stars: Names that are one of a kind, unique, powerful and owned by the corporation outright, with global protection, and an identical DotCom. This group represents only 7% of the 5000 group. "SONY"; "TELUS"; "MICROSOFT"; "PLAYSTATION"; "FOUR SEASONS HOTEL".

Malpractice of "Corporate Identity" created all this accidental naming. This was further compounded when voodoo accounting met voodoo branding. Here any silly name with a hundred million dollar rollout campaign became the standard. Packaging designers abandoned the noble profession of corporate name identity to big dollar corporate maneuvers. They tried to become experts in corporate management, governance, IPOs, and other strange areas, in the name of branding. Voodoo that is.

Secondly, what about the Typing Revolution?

Right now, we are heavily engaged in a war of global e-commerce where everyone is forced to TYPE. Particularly, business Names with absolutely correct spellings. Type in the morning, in the afternoon, in the evening, in cars, in elevators, in bedrooms, restrooms, boardrooms, dining tables, picnic tables and sometimes all day in the office too. The same fingers that did all the walking on the Yellow Pages have now learned tap dancing. klika-ta-klick, klika-ta-klick. . . Ole !

Without precise spelling forget it. **whitehouse.gov** takes you to Lincoln's bedroom, while **.com will take you to Lolita's**. There were similar major revolutions during the entire last century. Namely,

"Print Society" - which forced reading and literacy.

"Radio Society" - listening, dialogue and music.

"Telephone Society" - conversation, spiel, telemarketing.

"TV Society" - better sofas, centrality of the living room and visual knowledge.

"Computer Society" - organization and planning.

"Telecom Society" - globalization and surfing.

"Cyber-Society" - decentralization, intellectual-anarchy.

"Broadcast Society" - That's next. Be prepared. It is fueled by the "Broadcast Revolution" to bring Anchoring and Broadcasting from every basement in the globe. Make-up, lights, camera and action. Hello, CNN*.

[*Adapted from: [Sunrise, Day One, Year 2000, Javed, Linkbridge 1996](#)]

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