

How to Create the Best Business Name

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Publisher: Progressive Business Consulting, Inc.

Author: Nat Chiaffarano, MBA

The purpose of this book is to help the business owner to treat the naming of their business as a very important business decision, and give it the strategic planning discipline and attention that it requires. Registering a business name is a first step that should be given careful consideration, because the name helps customers find you, understand what you do and remember your company. This 30+ page book contains process steps, worksheets, naming guidelines, glossary, helpful resources and more.

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