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"Hello, my name is Dr Kate Granger MBE and I'm the wife of Chris and the co-founder of the #hellomynameis campaign" I'm a doctor, but also a terminally ill cancer patient. During a hospital stay in August 2013 with post-operative sepsis, I made the stark observation that many staff looking after me did not introduce themselves before delivering my care.

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This very lack of competitiveness however, has given me a certain edge when it comes to being able to study my fellow man from a distance, an objective view to analyze the destructive and eroding effect of losing, as well as an understanding of the driving force of craving to be the best. As its name says - is awesome! A must read for all the copywriters or entrepreneurs who are striving to find their brand name. Alexandra created a unique method for which name brand you'd choose, which she called SCRATCH &

SMILE. If you don't buy this and name your clothes shop "Ot Kuisine", you'll regret for life.

"Awesome" is written from a background of solid experience in the very specialized field of product naming, has a disarmingly simple yet powerful, no-nonsense framework for evaluating and solving naming issues and problems, and suggests a practical, common sense approach that anyone can use for solving those problems and finding a great product or company name.

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