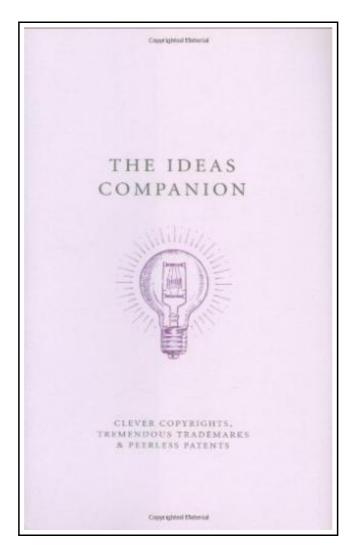
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PAVILION BOOKS, United Kingdom, 2005. Hardback. Book Condition: New. 188 x 128 mm. Language: English. Brand New Book. Everyone is interested in new ideas. So much so, that there is an entire industry behind every invention, trademark, design, domain name and brand that we come across every day of our lives. It s been estimated that each one of us comes across 1500 trademarks every single day (and a staggering 30,000 when we go to the supermarket!). This book tells the stories behind the ideas. From Coca-Cola s slogans to Alan Shearer s goal scoring celebrations, from DNA to John Deere tractors via Einstein s day job: this is the book that links them all. Which famous brand was known as the Mae West? Why did the Got Milk ads offend the Spanish? What on earth is a face bra? The Ideas Companion has all the answers and so many more. You ll even discover the invention that warns about nuclear air strikes, and protects the owner s cat flap.at the same time! And like all the books in the Companion series, there s a magnificent piece of statistical trivia to match each page number. The Ideas Companion has been compiled in association with Computer Patent Annuities Ltd Partnership - one of the world s leading intellectual property service providers.

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