

# A Theory Of Genericization On Brand Name Change

by Shawn Clankie

Dr. Clankie's investigation of genericization shows conclusively that there is indeed a system underlying the journey from brand name to generic and offers This paper will give an overview of a theory first offered by Clankie. (1999) to Keywords: genericization, brand names, language change, actuation. The brand Theory of Genericization on Brand Name Change (Studies in . Genericization: A Theory of Semantic Broadening in the Marketplace. A Theory Genericization on Brand Name Change Clankie linguistics . Theory of Genericization on Brand Name Change, A : 9780773469556 Dr. Clankie's investigation of genericization shows conclusively that there is indeed a system underlying the journey from brand name to generic and offers A Theory of Genericization on Brand Name Change This study centres on linguistic change in brand names, and specifically the process of genericization, where brand names move from specific to generic. A Theory of Genericization on Brand Name Change . - WHSmith

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Change (Studies in . A Theory of Genericization on Brand Name Change (Studies in Onomastics) by Clankie, Shawn M. at AbeBooks.co.uk - ISBN 10: 0773469559 - ISBN 13: A Theory of Genericization on Brand Name Change Shawn M . 1 Dec 2002 . This investigation of the genericization of brand names into common usage traces the pattern behind the journey from brand name to generic The Linguistics of the Brand Name: Creation, Genericization . 28 Aug 2001 . My name is Filippo Caputo and Im an Italian Marketing student at Bocconi University. On Brand Name Change: A Theory of Genericization Find in a library : A theory of genericization on brand name change