

# Decoding the meaning and origin of famous brands

Decoding the meaning and origin of brand names such as Apple, Samsung, Nokia, Amazon, Lenovo, Asus, Google, Facebook, ... Click now to see it!

Hidden behind big technology brand names like Apple, Samsung, Nokia, . always hides a deep meaning with extremely interesting stories. Right now, let's explore the meaning and origin of each brand name!

## 1. Apple

Apple is one of the largest technology companies in the world. Behind the Apple name is a meaningful story of the business owner - Steve Jobs.

In the early days of founding the company, Steve Jobs took more than 3 months to choose Apple Computer as the brand name. When asked about the reason, he once explained: "Partly because I like apples, another part because the Apple name will be in front of Atari in the directory and I used to work at Atari company.

Thus, the reason that Steve Jobs took Apple Computer as a brand name was because he wanted to be at the top of the alphabetical list of companies, not wanting to be ranked behind others.

By 2007, the company had abandoned the word 'Computer' and its name was just Apple.



## 2. Samsung

In Korean, the word Samsung means 'three stars', these three stars are said to represent growth and power.

Very few people know that Samsung's first offerings were not tech-related devices, but dried fish, vegetables, noodles and fruit. However, after that, the company continuously diversified its business lines and operated in many different industries.

And to this day, Samsung has become one of the leading brands in the smartphone and electronic equipment segment.



## 3. Nokia

In 1865 Nokia started its first business in a wood pulp mill in Tammerkoski Rapids in Finland. And three years later, the company officially opened a new factory a few miles from the town of Nokia, on the banks of the Nokianvirta River.

Inspired by the name of the river, the name Nokia was officially born in 1871.



## 4. LG

Similar to other companies, LG Electronics was not the company's name in the first place. In 1958, after the Korean War, the GoldStar company was established to manufacture electronic devices.

The sister company to GoldStar was named Lak-Hui (pronounced like the word "Lucky"), from which the name Lucky Goldstar was born with the slogan 'Life's Good'. In 1995, GoldStar officially adopted the LG logo and

brand name.

However, now the company says their name is simply LG, not Lucky Goldstar or Life's Good.



## 5. HTC

Normally, people will understand that HTC stands for High-Tech Computer, but behind the name is a very different meaning.

In 1997, HTC was founded by two presidents, HT Cho with Cher Wang, who decided to use their initials to form a name, and since then HTC was born.



## 6. Sony

Sony's origins are an interesting mix of Latin and an English slang.

More specifically, it combines "Sonus", meaning sound and "Sonny", meaning a well-off young man to make up the Sony name it is now.



## 7. Asus

Asus is one of the famous brands for electronic items and computer hardware.

The name Asustek or Asus was founded by four former Acer employees in 1989, inspired by the name of a winged horse in Greek mythology Pegasus.



## 8. Lenovo

Lenovo is a Chinese multinational computer technology company that manufactures, designs, develops and sells electronic storage devices, servers, smartphones and tablets, founded in 1984.

The Lenovo brand name is a combination of the word "Le" (from Legend) and 'Novo' (representing the word 'new' in Latin). When combining these two words, we can see the ambition to become a "new Legend" in our business field.



## 9. Google

The name Google is actually a spelling error of the word "googol" - an index algorithm of 10 to 100, ie the number 1 followed by 100 zeros, implying the huge amount of information that Google provides. user.

In 1998, the company Google was officially founded, and so far Google has become a very familiar name to internet users.



## 10. Microsoft

Contrary to the interesting facts of other brands' names, the name Microsoft - a corporation specializing in computer software and services is very related to the sector in which they operate.

The company was officially founded in April 1975, the name Microsoft simply a combination of the words "microprocessor" (microprocessor) and "software" (software).



## 11. Facebook

The name Facebook is simply the name of the student directory that some colleges in the United States give to beginners so they can know a little about the people around them.

And also according to the above principle, Facebook is currently the place connecting users around the world together on the internet platform.



## 12. Twitter

Twitter started out as twttr, inspired by Flickr - one of the first appearing intranet sites and web services, and the US 5-character SMS shortcode. This is also partly due to the fact that the domain twitter.com was purchased.

The company only acquired the domain name six months later and also officially adopted the name Twitter, meaning "a bunch of little information" and "chirping".



## 13. Nintendo

Nintendo is a multinational company founded by Fusajiro Yamauchi on September 23, 1889 in Kyoto, Japan - the world's largest video game development company by revenue.

In Japanese, this name has the meaning of "surrender to heaven" or "Loc heaven for" (Nin: trust, surrender; Ten: heaven - heaven; do: heaven).



## 14. Wikipedia

Wikipedia was originally called Nupedia - a free online encyclopedia. However, due to the slow production of the content, the team has found a way to speed it up. The team decided to turn the site into a website allowing the user to edit the information themselves (based on WikiWikiWeb's principles).

Then, the founder combined the word "Wiki" (fast) with the name Nupedia to form the Wikipedia name it is now.



## 15. Spotify

Spotify is a digital music service that attracts a large number of music lovers.

When co-founders Daniel Ek and Martin Lozentzon tried to come up with a name for the company, Ek misinterpreted the idea of ??a name as "Spotify," so the name Spotify was born.

Currently, both founding members of the music social networking site Spotify believe that the brand is derived from the words "spot" (instantaneous) and "identify" (identity).



## 16. Yahoo!

Yahoo! is compounded from the first letter of the words "Yet Another Hierarchical Official Oracle".

From Yahoo! There is only one human-shaped animal in Jonathan Swift's Gulliver Journey - a character that the founder of Yahoo loves.



## 17. Amazon

Amazon was an online bookstore founded in 1995, and then Amazon founder Jeff Bezos wanted to name the store Cadabra.

However, Todd Tarbert - Amazon's first attorney convinced him that the name is similar to Cadaver - means corpse. At the time, Bezos was also said to like the name Relentless, so now, when you visit Relentless.com you will also be directed to the Amazon website.

After all, Bezos decided to name the company Amazon, after the name of the largest river in the world, and the company's first logo was also incorporated into the river.



The above article has helped decode the meaning and origin of major brand names in the world. Hope this article helps you!

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