

network, reducing energy consumption, GHG emissions and costs. For the average customer, like me or you, Cisco EnergyWise can cut energy use by 20 percent [3].

So as you see, it's impossible to describe all Corporate Social Responsibility at Cisco in just one paper. The number of project and activities with positive impact on society at the company is endless. And that's what typical in American corporations. As I've already mentioned above Cisco isn't company with the best system of CSR, but they do CSR well, and do it in their own, very interesting way [6].

Unfortunately, in Belarus only a few companies try to do their best and make CSR an important part of their business [7]. The majority of companies still don't understand the benefits of doing CSR [2, p. 122]. But I hope that situation will change soon. And we, future young business manager, will make every effort to change it for the better.

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STRATEGIES OF NAMING A COMPANY

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According to Lexicon, “A brand name is more than a word. It is the beginning of a conversation.”[1]

Nowadays, brands not only represent the product or a company, but they also have a strong association with perceived quality, consumer's life style, social class, taste, etc. [2] We believe the same refers to company names, as customer loyalty is to a degree the result of an association given by the name. That is why creating a winning business name, however difficult it may seem,

is one of the most important things the prospective company owner will do during the process of starting a business. This fact explains our interest in the topic and accounts for the relevance of the current analysis. Our research focuses on a number of strategies to appropriately name a company, on some examples where the strategies used brought about a positive outcome, and on some mistakes to be avoided in practice.

The analysis made it possible to find out which strategies will help create a winning business name that will attract attention and stay in mind. These strategies are as follows:

1. A winning business name has to be memorable, but easy to spell. Obviously, the potential customers and clients need to be able to remember the business name. But they also need to be able to find it easily if they're looking for it in directory or online. Choosing a long, difficult to articulate business name such as "Crychalwellyn" is inappropriate. Being unique is good but to a certain degree, and difficult spelling is also a bad idea.

2. A winning business name needs a visual element. Nothing comes to mind when someone mentions "Crychalwellyn". Most people don't visualize anything when they read this name that was invented. But generally people "see" images when they read or hear something, and incorporating a visual element into the business name can be a powerful aid to customers' memory, as well as a powerful advertising tool.

3. The name has to tell what the company does. A lot of business names give little, if any, indication of what type of work the organization actually does, for examples: Smith and Sons, Hulbert Brothers, Only One. It's impossible to say what any of these companies does. They're relying on customers already knowing who they are or by having their business name found in 'context', such as an on-line business directory.

4. The name has to tell how the company does it. Words are powerful, so by carefully selecting them, it is possible to convey a great deal about the company's image. If we consider the names of three different massage and bodywork centers, such as Champlain Valley Therapeutic Massage, Clouds Above Massage, Speedy Spa, we see that all three companies provide the same service: massage therapy. Yet the first appears to favour a more medical approach, the second, a dreamy, luxury approach, and the third focuses on fast service.

5. A winning business name has to be fairly short. This is vital because customers and clients should be able to remember the business's name (and be able to tell other people what it is). It's also important for promotional purposes. A business name, for example, should fit well on a business card, look good displayed on a sign or in an ad, and perhaps even serve well as a domain name and show up well in search in case of an online business.

6. When choosing a business name it is a good idea to think about colours. Colours are an important component of a business logo, other promotion materials and a web site, and colours have strong emotional associations. Red, for instance, is an aggressive colour; its fiery elements are associated with speed, excitement and passion, while green is a calming colour associated with growth, renewal and nature [3].

The analysis of well-known company names makes it possible to identify a number of language-related devices used in order to create unforgettable and attractive names, which are listed below.

1. The use of actual names. The most common method is to name a company after the name of a real person, be it the owner/founder of the brand, son/daughter of the owner or even a celebrity. For example: Ford – named after its founder, Henry Ford; Mercedes – first name of the daughter of Emil Jellinek, engineer of the car; Boeing – named after its founder William Boeing.

2. The use of invented names. It is a creative technique aimed to invent a word that sounds pleasant and catchy. For example: Haagen-Dazs – a made-up name with no meaning to give it a foreign sound; Dr. Pepper – it's not named after a real doctor, just a made-up character.

3. The use of analogies and metaphors. For example: Apple – believed to be Steve Jobs' favorite fruit when he worked at an apple orchard; Adobe – from the Adobe Creek that ran behind the house of the company's co-founder John Warnock; Fuji – named after Mount Fuji, the highest mountain in Japan.

4. The use of a derived word. Some company names are formed out of terms of different origins to connote their business to it. Popular terminologies include words derived from Greek, Latin and other mythical jargon. For Example: Nike – named after the Greek goddess of victory; Coca-Cola – derived from the coca leaves and kola nuts used as flavoring.

5. The use of word jumbles. Combining a words and a number adds more attraction and ease to the company name. For example: 3Com – network technology producer; the three "coms" are computer, communication, and compatibility; 7-Eleven – convenience stores; renamed from "U-Tote'm" in 1946 to reflect their newly extended hours, 7:00 a.m. until 11:00 p.m.; 20th Century Fox – merger of William Fox's Fox Film and Twentieth Century Pictures [4].

The study also considered typical mistakes to avoid when naming a business. They are given below and illustrated by some examples.

Mistake 1. Using words so plain they'll never stand out in a crowd. Competition requires differentiation. Nobody could imagine if Yahoo! had been named GeneralInternetDirectory.com; the name would be much more descriptive but hardly memorable.

Mistake 2. Making a business name so obscure that customers will never know what it means. If the name is too hard to spell and pronounce, or if it is too complex and puzzling, customers may simply pass the company by as irrelevant, especially if the company is reaching out to a mass audience.

Mistake 3. Choosing the wrong name and then refusing to change it. Many business owners know they have a problem with their name and hope it will resolve itself. The following example illustrates the importance of taking action in case the name causes misunderstanding and confusion. Jeff Hyman who launched a virtual weight-loss program for business professionals in 2011 and named it Strongsuit realized a few months afterwards that potential customers were having trouble finding his website. Some people thought the original name, Strongsuit, meant menswear rather than fitness services. He estimates he spent \$25,000 to hire another company to rebrand his company as Retrofit, a reference to retrofitting the body. The company tested the new name with about 50 consumers and received positive feedback; sales and website traffic went up [5].

In conclusion we can say that the process of creating a company name is far from simple and requires certain knowledge of effective naming strategies as well as skills to attract the consumer's attention by the appropriate use of word power. However, we would like to point out that an outstanding product and service will make any company name stand out from a crowd; as Karl Lagerfeld put it, "Don't overact the story of your name. Overact the story of your work"[1].

Resources

1. Интернет адрес: <http://www.goodreads.com/quotes/tag/brand>.
2. Интернет адрес: <http://www.seap.usv.ro/annals/ojs/index.php/annals/article/viewFile>.
3. Интернет адрес: <http://sbinfocanada.about.com/od/startup/a/createbizname.htm>.
4. Интернет адрес: <http://www.graphicdesignblog.org/naming-company-and-brands>.
5. Интернет адрес: <http://www.entrepreneur.com/article/76958>.

HOW COLOR EFFECTS COMMUNICATION

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When speaking about communication, there are, in fact two aspects that come into mind, namely, verbal and non-verbal communication. By non-verbal means of communication people usually mean mimics, gestures, posture, voice, intonation, etc. But very few of them are aware of the fact that color is also a means of non-verbal communication, and a very powerful one.

When talking about color I mean color in every meaning of the word. For instance, let's take the color of walls in classrooms or at workplace.