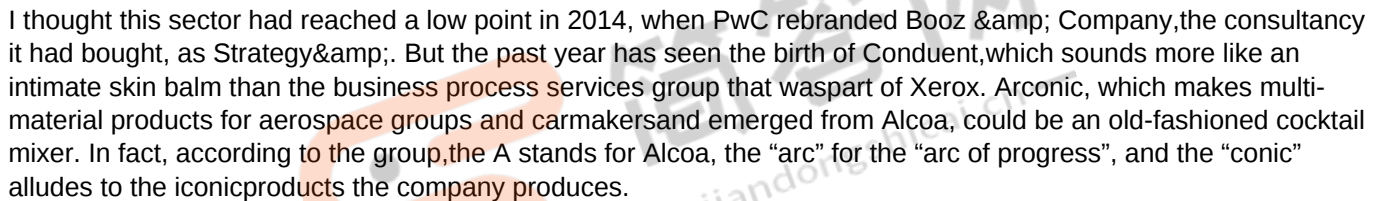


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Whatever. History suggests that if a company is successful, people do get used to its new handle, however outlandish it seems at first (think of Accenture or Diageo, at first ribbed for their portmanteau brands).

The people I usually pity in rebranding exercises are the front-line employees. They suffer the indignity of having to explain themselves — and their new name — long after the marketing department has packed away the jargon and the branded freebies. For instance, I can only imagine the pain of staff at “Everything Everywhere” before that 2010 telecoms joint venture was renamed EE.

???Everyt
hingEverywhere????2010????EE???? Yahoo looked an odd brand at first — though co-founders Jerry Yang and
David Filo's original name“Jerry's Guide to the World Wide Web” was never going to last. Still, the brand was
enough toenergise its early hires. According to Karen Angel's book Inside Yahoo!, published in 2002, thegroup's
first head of marketing even replanted her garden to bloom in Yahoo's purple and yellowcolours.
????????????——????????(Jerry Yang)?????(David Filo)?????“Jerry's Guide to the World Wide
Web”??(Karen Angel) 2002????????(Inside
Yahoo!)?? Those flowers have long since wilted. Now, my sympathies are

