

b 17))) Listen to a radio programme about brand names. Which of the brands...?

- 1 is named after a Greek goddess _____
- 2 is named after the company's founder _____
- 3 has a name which means 'three stars' _____
- 4 is named after a very large number _____
- 5 has a name which means 'sound' plus 'boy' _____

c Listen again and answer the questions.

- 1 What do the 'I' and 'K' in IKEA stand for?
- 2 What did Samsung originally sell?
- 3 What was Nike's original name?
- 4 Why did Sony's founders choose its name?
- 5 What does the man say about the spelling of 'Google'?