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'?