

OVERNAME

Meaning: Overname (verb): To rename or rebrand a product or entity to better align with its features or identity.

1. The company decided to overname its latest product to better reflect its innovative features.
2. After much deliberation, the team agreed that overname would be the most fitting term for their rebranding strategy.
3. In the world of marketing, the concept of overname can significantly influence consumer perception.
4. He suggested that they overname the initiative to attract a wider audience.
5. The workshop focused on how to effectively overname existing services for improved marketability.

Source: sentences.whatistheurl.com

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