patterns, sound shifts, determination of relatedness between languages, areal distribution of languages and dialects, and the like." There is much more work to be done, not only with Zulu names but with Bushman influence on Xhosa, Swazi, Tswana, Sotho, Tsonga, and other languages. He hopes that the present study will serve as a model for other scholars to take up this task since "as more exhaustive results are obtained, it will become more certain that final conclusions can be made."

The book is attractively printed and well bound. It is also, apparently, well edited. I found no typographical errors, but given the nature of the topic, with so many non-English words, it is impossible to be sure. As this review probably makes clear, the book is a complex and difficult work, assuming on the part of the reader a good grasp of linguistic concepts and terminology and a familiarity with African culture and geography. Some clarity could have been added by the use of a few maps, especially of KwaZulu-Natal Province. On the other hand, with limited knowledge of the region, I found the book to be very instructive and think it provides a way of looking at cultures in other parts of the world which have made significant contact with other cultures. Although many Native American languages, like those in southern Africa, have become extinct, they have left traces in placenames, and Raper's method of analyzing related surviving languages through placenames can perhaps tell us more about our own past in North America than we know at present.

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"NameCoach: hear the name, say it right." Stanford Venture Studio. https://www.name-coach.com.

NameCoach is a cloud-based web service that provides a platform for collecting and organizing voice-recordings of users' personal names so others can hear the preferred pronunciation. The company was started by Praveen Shanbhag to solve the common problem of name mispronunciation in important life settings (name-coach.com>About). The conceptualization of name mispronunciation as a problem which NameCoach aims to solve is grounded in ideologies of identity and language articulated in the company's vision statement: "Our names are central to our unique identities, and saying them correctly is the first step in respecting, appreciating, and connecting with each other." This statement describes a moral obligation to treat names respectfully as representations of persons and highlights correct pronunciation as a demonstration of such respectful treatment (cf. Pennesi, 2014). To legitimize this vision, the NameCoach website features quotes and links to research indicating how mispronunciation of names can be a form of social exclusion and even racism, particularly in schools. A bubble network diagram (name-coach.com>Student Name Directory) identifies problems created by mispronounced names from a student's perspective (e.g., "uncomfortable in a different society or culture," "loss of self-esteem," "inadvertent marginalization") and a teacher's perspective (e.g., "time wasted," "negative impact on teacher-student relationship," "perceived as careless or ignorant"). Correct pronunciation is understood to be the way individuals say their own names, hence the user-generated voice recordings of names. Having the recordings allows people to practice the names they find difficult on their own rather than requesting that others repeat their names and thus avoids an uncomfortable situation for both parties.

The targeted users of NameCoach are people who read names at graduations and award cere-monies, teachers, conference or meeting attendees, and individuals who wish to show others how to pronounce their names. The focus on educational settings can be noted throughout the website, with testimonials from academic administrators and a three-minute animated video demonstrat-ing how the service can be set up for preparing lists of student names to be read at graduation ceremonies. In fact, the service was designed specifically to meet the needs of name-readers at commencement ceremonies; the other services NameCoach offers were derived from that function.

NameCoach offers four services: Commencement Service, Conference Service, Directory Integration Service, and Personal NameBadge. With the Commencement Service ($499/year), a school's administrator sets up a Name Page on the NameCoach website. If the administrator uploads a list of email addresses, students will receive an email invitation from NameCoach with instructions and a link for recording their names using their computers or phones. They are also asked how they wish their name to appear and to provide pronunciation notes, such as phonetic representations, stressed syllables, or words that rhyme with parts of their names. The student's information becomes part of a spreadsheet (the event's Name Page), which is stored in the NameCoach cloud, providing instant access to the school administrator. The Name Page spreadsheet (https://www.name-coach.com/demo_event_page), shown in Figure 1, has a list of students who have recorded their names along with links to the recordings and two columns for the pronunciation notes of students and administrators. Students who have been invited to record their names but have not yet done so are listed in a separate tab on the spreadsheet. Another tab contains a link to the recording invitation which can be copied and pasted on the school's website or in an email to students if the automatic email invitation option is not chosen. Event organizers can identify specific name readers as "Admins" and they will be sent a link to the relevant Name Pages. Readers can then listen to the recorded names on their list and practice saying the ones they find difficult, making their own pronunciation notes. The Name Page lists can be exported to Microsoft Excel to be printed on the school's name cards or as a list for each reader.

The Conference Service ($499/year) is essentially the same as the Commencement Service with the added feature that the participants can all be made into "Admins" so they have access to the recordings of all other participants on the Name Page for the event. In this way everyone attending the conference or meeting can learn the correct pronunciation of everyone else's name. All of the NameCoach services include an unlimited number of name recordings so the number of students or participants does not affect the price.

With the Directory Integration Service ($0.50–2.00 per student per year), the school's infor-mation technology department works directly with NameCoach personnel to embed the name recordings into its existing student information systems and internal directories. The benefit is that students create their recordings when they enter the school system and then lists of students can be generated for classes, ceremonies, or other events as needed. This gives all teachers and administrators the opportunity to learn the correct pronunciation of students' names through-out their time at the school, not just on graduation day. Setting up an integrated directory also increases the likelihood of student compliance with the request to record their names as it would be part of the registration process, like having a photograph taken for an identification card. This service seems most helpful for larger classes in schools, such as post-secondary institutions, where students register ahead of time and have email addresses regularly used by the school. In contrast, NameCoach seems less useful in elementary and high schools where students are unlikely to have email addresses registered with the school for receiving the invitation to record their names. A link could be posted on a school webpage but then extra steps must be taken to ensure that students visit the webpage to record their names. In small classes, it would be more straightforward to have students say their own names aloud at the first meeting while teachers make their own phonetic notes on the roster. Aside from schools, the Directory Integration Service would be useful in any organization with a large number of employees.

The Personal NameBadge Service is free. Users enter their name and an email address. They immediately receive a message from NameCoach with instructions for recording their name. I tried

	Recorded Names	Names Requested	Request Names/Your Link	Admins

(users who have recorded their name)

Search: [   ]

Student Name/Email	Student's Notes	Name To be Announced *(press play button to hear)*	Admin Notes *(click on a field to edit - disabled for demo)*	Actions
Oluwarotimi Adesina (Oluwarotimi@example.com)	--	◑ Oluwarotimi Adesina	-click text to enter or edit notes-	▷ ◧ ▤
Praveen Bommannavar (Praveen@example.com)	(please don't say pro - veen)	◑ Praveen Bommannavar	--	▷ ◧ ▤
Rahul Chaudhri (Rahul@example.com)	the d is soft	◑ Rahul Chaudhri	-click text to enter or edit notes-	▷ ◧ ▤
Tri Chiem (Tri@example.com)	--	◑ Tri Chiem	-click text to enter or edit notes-	▷ ◧ ▤
Cecilia Domenighini (Cecilia@example.com)	The first syllable of my first name sounds like the first syllable of "cherry".	◑ Cecilia Domenighini	-click text to enter or edit notes-	▷ ◧ ▤

Contact us!   ‹

FIGURE 1

Screen shot of Name Page on NameCoach.com.

this and chose the phone option since I do not have a microphone on my computer. I entered my phone number on the website and received an automated phone call a minute later. I was instructed to say my name and then given the option to redo the recording or save it when I was satisfied. Since the quality of my cell phone microphone was not optimal, I repeated the recording four times. The NameBadge page showed a link to my recording instantaneously. There were options to add pronunciation notes, information about the origin or meaning of my name, a funny or interesting story about my name, and a photograph. Once finished, there was a button for copying the link to my NameBadge page and inserting it into email signatures, social media profiles, or webpages.

The strengths of NameCoach are functionality and pricing. The website lives up to its claim of being "quick, simple, and effective." There is no need to download or install any software and no training is required. Recordings and data entry are instantaneous because data are stored in the NameCoach cloud. The free NameBadge service can benefit anyone who wants to avoid mispronunciation of their name. At the same time, it serves as free advertising for the company since the link directs the visitor to the NameBadge page, which invites them to create their own. Therefore, I would like to see an option of having a button that simply plays the recording of the name without having a browser window open to a webpage, especially if the user has chosen a simple version without photographs or extra notes. The paid services are competitively priced considering that the number of recordings and page administrators are unlimited.

The only competition for NameCoach's Commencement Service is MarchingOrder.com, which specializes in organizing all aspects of graduation ceremonies, including announcing graduates' names. Like NameCoach, MarchingOrder also collects recordings of students saying their names and organizes them in a list with pronunciation notes which can be printed for orators. A unique feature of MarchingOrder is the option of having the list of names pre-recorded by professional readers who use the student recordings and notes to guide them. One advantage that MarchingOrder currently has over NameCoach is that it provides students with an instruction page for how to respell their names using a phonetic pronunciation guide. Since it is unreasonable to expect everyone to know the International Phonetic Alphabet, MarchingOrder's systematic use of a phonetic respelling convention would more reliably achieve an acceptable pronunciation by orators than leaving individuals to invent their own respellings. Furthermore, to address cases where students have not made a recording or pronunciation notes, MarchingOrder offers an automatically generated phonetic spelling for each name based on a third-party database of 125,000 names. At over $3,000 per year, however, MarchingOrder's commencement service is significantly more expensive than the one offered by NameCoach.

Another service which offers an "audible name tag" for individuals, similar to the NameBadge, is Antvibes.com. Unlike NameCoach, Antvibes does not provide a service that creates a list of audible name tags for multiple users and its focus is more on linking voice recordings to product labels, promotional materials, and advertisements. Pronouncenames.com provides users who input a particular name with various recorded pronunciations and phonetic representations retrieved from its database of names submitted by other users. The Pronouncenames database is limited and users can search for names only individually. In light of these comparisons, NameCoach provides the most comprehensive service for the lowest price.

Despite the overall efficacy of NameCoach, some improvements could be made to the Name Page process and layout. One potential weakness of the NameCoach service is that it relies on the quality of the user's recordings, which will vary widely depending on the devices they use and the sound environment where they make the recordings. Having students make pronunciation notes can be helpful but, unless they receive explicit instructions on how to do this in a systematic way, as MarchingOrder provides, there will still be misinterpretations by readers. For example, on the sample Name Page I examined the name Hind Katkhuda, which came with a note saying, "first name is the easy one, sounds like wind." I did not know which of the two pronunciations of "wind" was being suggested, but listening to the recording resolved that ambiguity. As the note mentioned, the first name was the easy one but there was no hint for how to pronounce Katkhuda, which was much more difficult for an English speaker. I could not distinguish on the recording whether the

"kh" represented a voiceless uvular or pharyngeal fricative and there was no suggestion for how to attempt an acceptable pronunciation. In another case, the note for Chaudhri said: "the d is soft," but I did not understand what a "soft d" should be and I could not discern anything special about the [d] on the recording. Having two columns for student and administrator notes separated by the column with the recording links is redundant and somewhat inconvenient during a ceremony when orators must look at the printed name and two additional columns to decide on a pronunciation. Another layout problem is that the event organizer has to do the extra work of merging two lists of students in separate tabs on the Name Page (those who have recorded their names and those who have not) into a single list for printing in alphabetical order. Finally, success of the service depends on the diligence of orators to read the list ahead of time and practice the names. While some schools assign the job of reading names to specific people year after year, others (like my university) rely on volunteers who are assembled each term. They may not have time for such preparation if they are given the list just in time for the ceremony to allow for adjustments due to absent graduates.

In sum, NameCoach fills a need for a name pronunciation aid for those tasked with learning the names of large, diverse groups. It can be easily integrated into existing protocols used by educational institutions and there is great potential to improve the outcomes of these if students follow directives to make recordings and are given instructions for systematic phonetic representations. The Directory Integration Service is unique and could be useful for a wide variety of organizations. For individuals with hard-to-pronounce names, NameCoach's NameBadge can reduce the frequency of mispronunciations, at least among one's online contacts.

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