

Re: ITT Tech

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- *From:* "distar97" <distar97@xxxxxxxx>
 - *Date:* 7 May 2006 20:59:38 -0700
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bob@xxxxxxxxxxxxxxxx wrote:

What does the ITT stand for in ITT Tech?

The school using the name ITT is a sort of 'old school' marketing ploy.

ITT was once a famous communications giant and industry leader. So the name has value if tied to a tech school. The precedent for this naming practice is the famous RCA institute. Decades ago, this was a great tech school. RCA, then an industry leader, was actually involved, giving the school credibility.

The funny thing is few young students know what ITT represents, the name doesn't have the cache it used to. Frankly I would try and get a franchise for the name of a current big company like Intel or Google.

Sadly, tech work doesn't seem to be the same in our throw-away society.

Dennis H. (former IBM tech)

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