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GOLDMUND

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## Products' names meaning

### MIMESIS

From Greek tragedy, MIMESIS is the most faithful possible reproduction of human life and actions.

### TELOS

Greeks describe as TELOS all Nature's elementary strengths: the strength of the storm, the strength of volcano, any absolute powered strength.

An alternative meaning, TELOS means the goal to be reached, the ultimate target of the human life.

### EIDOS

Anything referring to picture, and more particularly to the painted picture. In French, the word "eidetique" -derived from EIDOS- means the fact to have something to do with the picture power.

### CHIASMA

In Greek again, CHIASMA means "crossing", any situation making an information synthesis: an information capitalization and its redistribution to different addresses.

### LOGOS

The LOGOS is the reasoning logic, the argumentation logic, the persuasive strength of speech.

### EPILOGUE

The EPILOGUE is the concluding argument, the persuasive final address leading to the support of the audience.

### METIS

For the ancient Greeks, METIS was the goddess of wisdom and deep thought to replace power by knowledge, dexterity and intelligence.

METIS uses minimum means to get maximum results.

In the Greek mythology, the "Trojan Horse" story is an illustration of METIS.

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