



MICHAEL CRONAN, CREATOR OF TIVO AND KINDLE NAMES, DIES AT 61

Michael Cronan dies of colon cancer at the age of 61. He is best known as creator of the names TiVo and Kindle. He leaves behind a wife, two sons, a brother, a sister, and a granddaughter. Late in a life spent in service of the advertising industry, he expressed regret regarding the loss of meaning in the names of cultural icons.

Read the full article here:

[Michael Cronan, Who Gave TiVo and Kindle Their Names, Dies at 61](#)

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