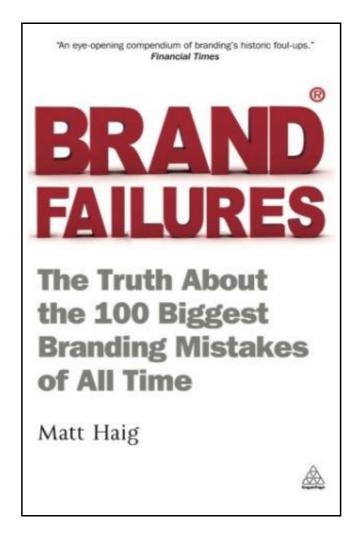
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BRAND FAILURES: THE TRUTH ABOUT THE 100 BIGGEST BRANDING MISTAKES OF ALL TIME



Kogan Page Limited/Viva Books, 2011. Softcover. Book Condition: New. First edition. 14 x 21 cm. Brand Failures takes a riveting look at what happens when global giants like McDonald?s and Coca-Cola launch major brands that fail spectacularly. Matt Haig approaches his subject in a truly entertaining style - yes, this is a business book that is actually fun to read - but his message is deadly serious. From Harley Davidson?s ill-advised perfume to Sic?s bizarre move into the underwear market, he reveals what went wrong in every case and provides a valuable checklist of lessons learnt. A tour of Matt Haig?s fascinating hall of failure will alert you to potential dangers and show you how to ensure a long, healthy life for your brand. Contents: Introduction? Why brands fail? Brand myths? Why focus on failure?? Classic failures? New Coke? The Ford Edsel? Sony Betamax? McDonald?s Arch Deluxe? Idea failures? Kellogg?s Cereal Mates? Sony?s Godzilla? Persil Power? Pepsi? Earring Magic Ken? The Hot Wheels computer? Corfam? RJ Reynolds? smokeless cigarettes? La Femme? Radion? Clairol?s? Touch of Yoghurt? shampoo? Pepsi AM? Maxwell House ready-to-drink coffee? Campbell? s Souper Combo ? Thirsty Cat! and Thirsty Dog! ? Extension failures ? Harley Davidson perfume ? Gerber Singles? Crest? Heinz All Natural Cleaning Vinegar? Miller? Virgin Cola? Bic underwear? Xerox Data Systems ? Chiquita ? Country Time Cider ? Capital Radio restaurants ? Smith and Wesson mountain bikes ? Cosmopolitan yoghurt? Lynx barbershop? Colgate Kitchen Entrees? LifeSavers Soda? Pond?s toothpaste? Frito-Lay Lemonade? PR failures? Exxon? McDonald?s - the McLibel trial? Perrier?s benzene contamination? Pan Am? Snow...

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