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Brand Failures: The Truth about the 100 Biggest Branding Mistakes of All Time. It's not just smaller, lesser-known companies that have launched dud brands. On the contrary, most of the world's global giants have launched new products that have flopped - spectacularly and at great cost.

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" Brand Failures is the rare business book that's actually a fun read for nonbusiness people." - New York Journal of Books

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## **Brand Failures: The Truth about the 100 Biggest Branding**

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Brand Failures is a riveting look at how such disasters occur. For the first time we're given the inside story of 100 major brand blunders that make for jaw-dropping reading. Matt Haig approaches...

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6 Brand failures market for which it is clearly ill-suited, such as Harley Davidson trying to sell perfume. I Brand megalomania. Egotism can lead to megalomania. When this happens, brands want to take over the world by expanding into every product category imaginable. Some, such as Virgin, get away with it.

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Coca Cola Brand Failure. One of the perfect examples of “ Brand is as important as the product ” theory. With over a billion drinks sold every day, Coca Cola is surely one of the most loved brands in the world. But it also committed one of the biggest marketing blunders of all time. In the late 1970s and early 1980s,...

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## **Why Brands Fail? Reasons for Brand Failure | Feedough**

As the examples show, brand failure is not the preserve of one certain type of business. Global giants such as Coca-Cola and McDonald's have proved just as likely to create brand flops as smaller and younger companies with little marketing experience.

## **Brand Failures**

Features spectacular case studies from some of the world's largest brands, including Coca-Cola, Microsoft, Harley Davidson, Virgin, McDonalds, Sony and IBM Exposes the Fortune Top 1000 companies that have wasted \$60 billion a year on brand development efforts Reveals what went wrong in some of the biggest brand failures in history, and provides a valuable checklist of the key lessons learned from each

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## **Branding ...**

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have launched with the help of multi-million dollar advertising campaigns only to sink without a trace.

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Brand Failures is the rare business book that's actually a fun read for nonbusiness people. Since the book's premise is to look at Grade-A mistakes, it's intentionally humorous and light going in many places. Readers will learn the stories behind such well-known disasters...

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Brand Failures is a fascinating look at how such disasters occur. It describes those brands that set sail with the help of multi-million dollar advertising campaigns, only to sink without trace. In a highly readable and entertaining style, Matt Haig starts with

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classic examples from every era of branding and m.

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Brand Failures takes a look at how such disasters occur. In this updated edition of Matt Haig's book, we're given the inside story of 100 major brand blunders. Haig describes the brands that have launched with the help of multi-million dollar advertising campaigns only to sink without a trace.

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