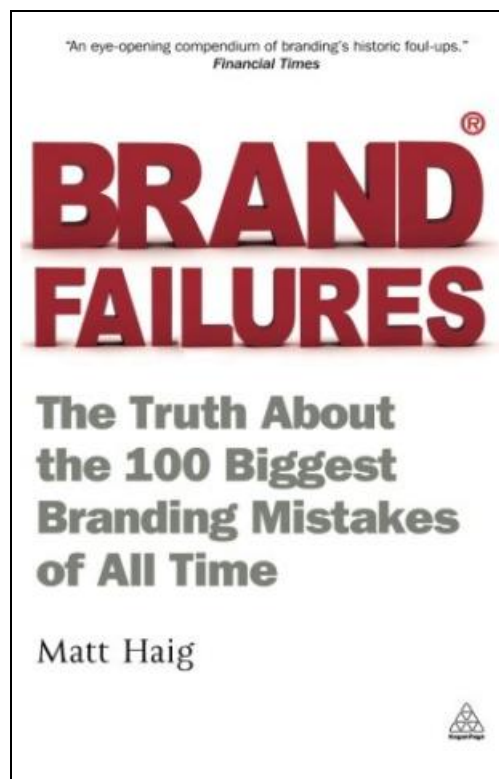


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Kogan Page Limited/Viva Books, 2011. Softcover. Book Condition: New. First edition. 14 x 21 cm. Brand Failures takes a riveting look at what happens when global giants like McDonald's and Coca-Cola launch major brands that fail spectacularly. Matt 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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