

## Brand Failures The Truth About 100 Biggest Branding Mistakes Of All Time Matt Haig

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Second, that most brand failures result from launching a new product which encounters insufficient demand or marketing a current product for which demand is declining. Hence the importance of market research and especially of asking the customer. Ford did almost no research before introducing the Edsel nor did Coca-Cola before launching New Coke.

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Brand Failures takes a riveting look at how such disasters occur. This new edition of Matt Haig's best-selling book, provides the inside-story of 100 major brand blunders that make for jaw-dropping reading. Brand Failures explores the brands that have set sail with the help of multi-million dollar advertising campaigns only to sink without a trace. From acknowledged brand mistakes made by successful blue-chip companies to some lesser know but hilarious bomb-shells, it reveals what went wrong ...

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Haig organizes these 100 "failures" into ten types which include classic failures (e.g., New Coke), idea failures (e.g., R.J.Reynolds' smokeless cigarettes), extension. 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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"Branding Failures" is about failures in business, which is always great to study, as to not to repeat history. Each of the 100 cases looks at a business failure (classic, idea, extension, PR, cultural, people, rebranding, tired brands, and E-Failures) its story, and it's reason for failure. Each conclusion is mostly logical, even with a little help.

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