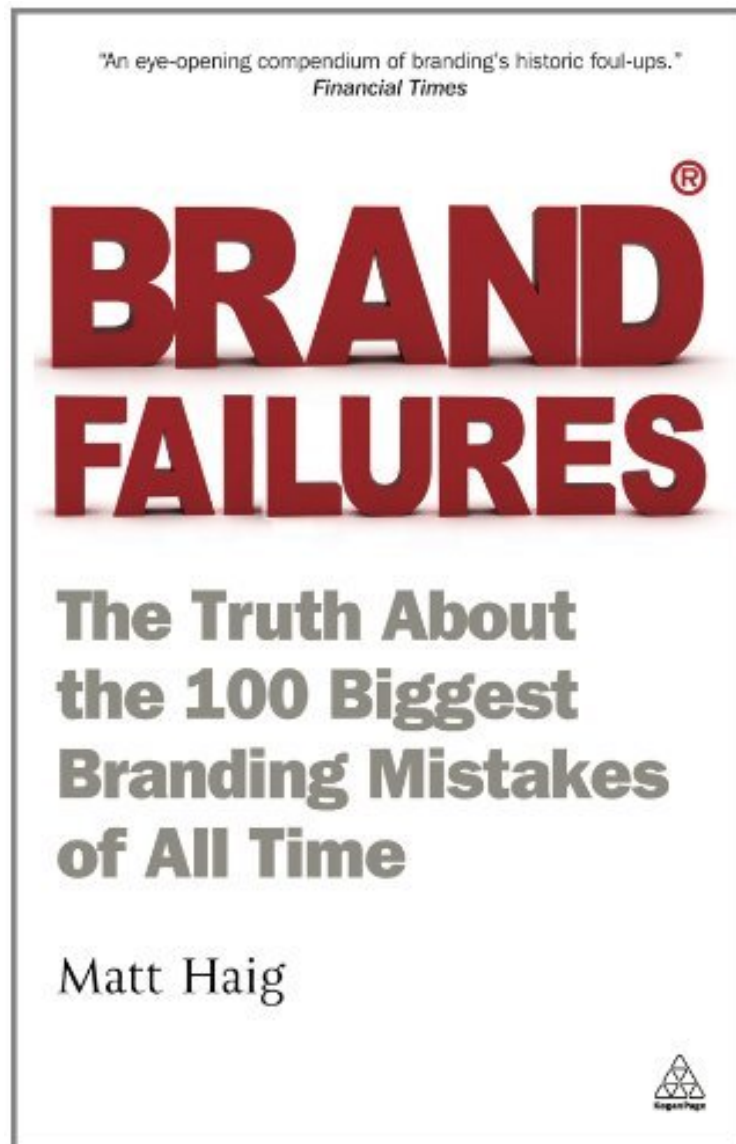


Brand Failures: The Truth About the 100 Biggest Branding Mistakes of All Time: Volume 2

Matt Haig

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What do Coca-Cola, McDonald's, IBM, Microsoft and Virgin have in common? Yes, they are all global giants, but what they are less recognized for are all those branded products they've launched that have bombed - spectacularly and at great cost.Brand Failures takes a riveting look at how such disasters occur. In this new updated edition of the classic Matt Haig's best-selling book, we're given the inside story of 100 major brand blunders that make for jaw-dropping reading.He describes 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, 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.