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

Matt Haig

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What do Coca-Cola, McDonald's, IBM, Microsoft, and Virgin have in common? They are all global giants, but what they are less recognized for are the branded products they've launched that have bombed -- spectacularly and at great cost.

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. From brand mistakes made by successful blue-chip companies to lesser-known but hilarious bomb-shells, he explains what went wrong in every case and provides a valuable checklist of lessons learned. A tour of Matt Haig's hall of failure will alert readers to potential dangers and describe how to ensure a long, healthy life for a brand.

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