

products	started year	ended year	company	reason for failure
Ford Edsel	1958	1960	ford	poor design, quality issues
Galaxy note 7	2016	2016	samsung	battery defeat
				combust or exolode
				over heating
New coke	1985	2002	coca-cola	consumer backlash
				poor taste
Digital media(zune)	2006	2012	microsoft	bad timing
				lack of innovation
				insufficient marketing
playstation vita	2011	2019	sony	battery issue
				hardware was weaker
				It is hard to find new games