Product fails:

1. Spotify – user & artists ( payment models) [ https://locall.host/why-is-spotify-algorithm-so-bad/ ; https://coschedule.com/marketing-strategy/marketing-strategy-examples/spotify-marketing-strategy]
2. Keurig Cold- priced too high [https://www.businessinsider.com/why-keurig-kold-failed-2016-6]
3. New Coke – [https://www.history.com/news/why-coca-cola-new-coke-flopped]
4. Cheetos Lip Balm – misplaced customer needs [https://www.history.com/news/why-coca-cola-new-coke-flopped]
5. Apple Newton – [https://theproductmanager.com/topics/failed-products/]