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BRAND FAILURES: THE TRUTH ABOUT THE 100 BIGGEST BRANDING MISTAKES OF ALL TIME



Kogan Page Limited/Viva Books, 2011. Softcover. Book Condition: New. First edition. 14 x 21 cm. Brand Failures takes a riveting look at what happens when global giants like McDonald?s and Coca-Cola launch major brands that fail spectacularly. Matt Haig approaches his subject in a truly entertaining style - yes, this is a business book that is actually fun to read - but his message is deadly serious. From Harley Davidson?s ill-advised perfume to Sic? s bizarre move into the underwear market,...

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- Authored by Matt Haig
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