

## Brand Failures: The Truth About the 100 Biggest Branding Mistakes of All Time (Paperback) -Common

By (author) 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. This title takes a riveting look at how such disasters occur. It gives an inside story of 100 major brand blunders.

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