



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

*By Matt Haig*

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""This book is a lot of fun ... Haig wants to educate as well as to entertain, and at this he succeeds. ... Anyone with a professional interest or involvement in brand management should read this book."" -- Anthony Di Benedetto, Professor of Marketing, Temple University in Journal of Consumer Marketing

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### **Editorial Review**

#### **Review**

""Haig, a marketing consultant, is one of a new breed of writers producing marketing primers for the hyphenated age of e-marketing. This type of work is characterized by breezily written snippets of success or failure as either encouragement or admonition for the practitioner or for a new category of reader: the business voyeur. Thus these works are written in a readable and appealing format, as e-business fables. Examining 'the 100 biggest branding mistakes of all time,' Haig organizes these 100 ""failures"" into ten types, each with its own moral and admonition. These types include classic failures (e.g., New Coke), idea failures (e.g., R.J. Reynolds' smokeless cigarettes), extension failures (e.g., Harley Davidson perfume), culture failures (e.g., Kelloggs in India), and technology failures (e.g., Pets.com). The idea behind this work is that with knowledge these failures can be avoided, but this reviewer regards it as akin to Monday morning quarterbacking in its validity as an activity. None of this takes away the schadenfreude of this well-written, quick read. Useful more as a cultural artifact than classroom text, this book could serve as supplementary reading for advanced marketing courses and for business voyeurs who like a good read. Summing Up: Recommended. General readers; upper-division undergraduate and graduate students; and practitioners."" -- S. A. Schulman, CUNY Kingsborough Community College

#### **About the Author**

Matt Haig is an acclaimed author and journalist. His books include: E-PR: The Essential Guide to Public Relations on the Internet; Mobile Marketing: the Message Revolution; and The E-marketing Handbook (all Kogan Page).

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