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Jul 4, 2011 In their book *What Were They Thinking? Marketing Lessons You Can Learn from Products That Flopped*, Robert M. McMath and Thom Forbes [the forbidden library.pdf](#)

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What Were They Thinking!?!? Over the years, I have honed my theory on those who work in marketing: they are, with a few possible exceptions,

The truth about the 100 biggest branding mistakes

You learn more from failure than you can from success. Academy of Marketing The history of consumer marketing is littered with failed brands . Brand identities were designed not only to help these products stand out, but also to They cannot turn the clock back to an age when branding 4 Brand failures didn't matter.

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What were they thinking?: robert m. mcmath, thom

That's why Bob McMath founded the New Products Showcase and Learning you how to avoid such mistakes, with more that eighty marketing lessons he's What Were They Thinking?, by 30-year marketing industry veteran Robert McMath and .. seemingly good products that flopped for reasons you will only now know.

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Jun 29, 1999 Marketing Lessons You Can Learn from Products That Flopped as Want That's why Bob McMath founded the New Products Showcase and

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In What Were They Thinking?, McMath shows you how to avoid such mistakes, Develop a marketing campaign based on a "Significant Point of Difference" (page 183)

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What Were They Thinking? Advertising Gone Wild August 14, 2008 5:13 The women's team also posed for a similar ad for Spanish marketing company Seur,

Author series: what were they thinking?:

Author Series: What Were They Thinking?: Additionally he s taught all of the courses in the Marketing curriculum, he concentrated on Marketing,

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What Were They Thinking? June 15, Filed Under: Marketing, Public Relations Tagged With: Bagwell Marketing, public relations, the Golden Rule. by . Categories.

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Sep 18, 1999 ``People were coming here and going out juggling five or six cups of Box O'Joe ``is focusing Dunkin' Donuts back on what and who they have always been serving. Robert McMath, founder of the New Products Showcase in Ithaca, N.Y. Marketing Lessons You Can Learn From Products That Flopped.

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Jan 2, 2015 Robert McMath's running series of articles, What Were They Thinking? enjoying \$10 million in marketing support during its first year, it failed. World- Class New Product Development: Benchmarking Best But you can only go so far. structured process and learning, were the only two variables in the

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Microsoft commercial what were they thinking? Hispanic Marketing Blog is an initiative of Target Latino, a Hispanic Inbound Marketing consulting firm.

Marketing 101: what were they thinking?! - alice

Earlier this year, I picked up a copy of 37 What Were They Thinking? Moments in Marketing by Olalah Njenga. I know Olalah personally and have attended her workshops,

New product development - business history

Education & Learning If You Can't Get It, Get Out (capital strategy)." New products -- Management; Marketing -- product management. Roger J. Brand Warfare: 10 Rules for Building the Killer Brand: Lessons for New and Old Economy Players. . Robert M. McMath and Thom Forbes (1998). What Were They Thinking?

Roshan d

I have used this exercise in classes ranging from Principles of Marketing to MBA You can also assign half of the groups the chocolate with caffeine and the other A good brand name can add greatly to a product's success but finding the best failures called: What Were They Thinking? by Robert McMath, Thom Forbes,

7 social media campaign disasters: what were they

These companies and celebrities have made enough embarrassing (and somewhat hilarious) social media mistakes for all of us to learn from. **MARKETING Advertising**

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What Were They Thinking? (Marketing) from the City University of New York. Prior to retirement, he spent more than 43 years at Queensborough College

What were they thinking: unconventional wisdom

What Were They Thinking: Unconventional Wisdom About Management Marketing; Operations, Information & Technology; Organizational Behavior; Political Economy;

What were they thinking? book by robert m mcmath

What Were They Thinking? by Robert M McMath (Introduction by), Good. What Were They Thinking? : Marketing Lessons You Can Learn from Products That Flopped.

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THINKING? Marketing Lessons I've Learned from over ROBERT McMATH and THOM FORBES Until you understand why a new product concept failed in the marketplace Telling the difference between trends and fads can be tricky in marketing matters. to success, I believe, than by learning from your losses. The.

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Blitz / Blog / Uncategorized / What were They Thinking? 8 Marketing Fails. Later they confessed it was fake and part of a 20th anniversary promotion.

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What Were They Thinking? 8 Bad Business Decisions. Posted by Janelle Gilbert on May 23, 2012 . Tweet; Counting on Viral Marketing. In 2006, General Motors,