



# Classic Failures in Product Marketing: Marketing Principles Violations and How to Avoid Them

*Donald W. Hendon*

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How many of these soft drinks are still around? Hagar-the-Horrible Cola, Nutrimato, Panda Punch, Sudden Soda, and Yabba Dabba Dew? None. That's because they all failed. And everyone remembers such mammoth marketing mistakes as Coca-Cola's replacement of its market leader with the "New Coke," or Chevrolet's introduction of its Nova automobile into Latin American markets, where in Spanish "no va" means "doesn't go." This book documents numerous examples of marketing disasters like these, focusing on common error patterns and explaining how to avoid them. Highlighting both top brands and lesser known products and services, this book pulls examples from large and small companies, local, national, and international campaigns, consumer and industrial marketers, and profit-making and not-for-profit organizations. From mistakes in new product launches, pricing, and packaging to unlucky choices in advertising and sales strategies, this book helps marketers learn from the bad experiences of others--and avoid costly, damaging decisions of their own.



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