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Matt Haig

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Example of brand failure due to Brand Ego
Cosmopolitan Brand Failure. Cosmopolitan is the

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world's most popular international women magazine. But this famous magazine, out of its brand ego, launched some edible products like Yogurt and fresh cheese in 1999 and predicted it to be an instant success because of the existing image of the brand.

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There are definitely some lessons to be learned in the 2nd edition of Brand Failures: The Truth about the 100 Biggest Branding Mistakes of All Times by Matt Haig. It's worth reading if you own or manage a business, or if you're deciding whether to invest in a company.

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Brand Failures: The Truth About the 100 Biggest Branding

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Brand Failures is a fascinating look at how such disasters occur. It describes those brands that set sail with the help of multi-million dollar advertising campaigns, only to sink without trace. In a highly readable and entertaining style, Matt Haig starts with classic examples from every era of branding and moves towards more recent brand failures.

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