

Brand Failures: The Truth About The 100 Biggest Branding Mistakes Of All Time By Matt Haig

By Matt Haig

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<http://www.getabstract.com/en/summary/sales-and-marketing/brand-failures/3671/>

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<http://www.brandrepublic.com/article/184775/diary-book-review---brand-failures---truth-100-biggest-branding-mistakes-time-matt-haig-published-kogan-page>

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