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What Were They Thinking?: Marketing Lessons You Can Learn from Products That Flopped

Robert Mcmath

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Those ignorant of the mistakes of the past are bound to lose a lot of money. That's why Bob McMath founded the New Products Showcase and Learning Center--a "Smithsonian for Stinkers," *Business Week* dubbed it. There, executives from top corporations pay huge amounts of money to rummage through some 80,000 products gone awry. Their mission: to avoid the misguided, expensive, and occasionally ludicrous mistakes that trip up even top companies.

In **What Were They Thinking?**, McMath shows you how to avoid such mistakes, with more that eighty marketing lessons he's learned from his long experience with clods and clunkers. As *People* magazine put it "McMath knows his goods--and his uglies, too"--and here he shows you how to:

Steer clear of the number one killer of new products (page 129)

Develop a marketing campaign based on a "Significant Point of Difference" (page 183)

Take advantage of eight "Hot Buttons for Success in the Millennium" (page 101)

Keep out of the "Buy-This-If-You're-a-Loser School of Marketing" (page 28)

Combat "Corporate Alzheimer's" (page 4)

and much more !

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