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Lotus/Roli Books, New Delhi, India. Softcover. Book Condition: New. This unusual marketing guide looks at forty-seven highly successful remarketing campaigns that have relaunched failed products into world-leading brands. Examples include many household names such as Pepsi-Cola, which went bankrupt three times before getting it right, Timex; Kleenex and Marlboro - all brands whose initial launch was a disastrous flop, but look where they are today. Gershman shows how the strategies applied in these high-profile examples can be successfully applied...

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- Authored by Michael Gershman
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