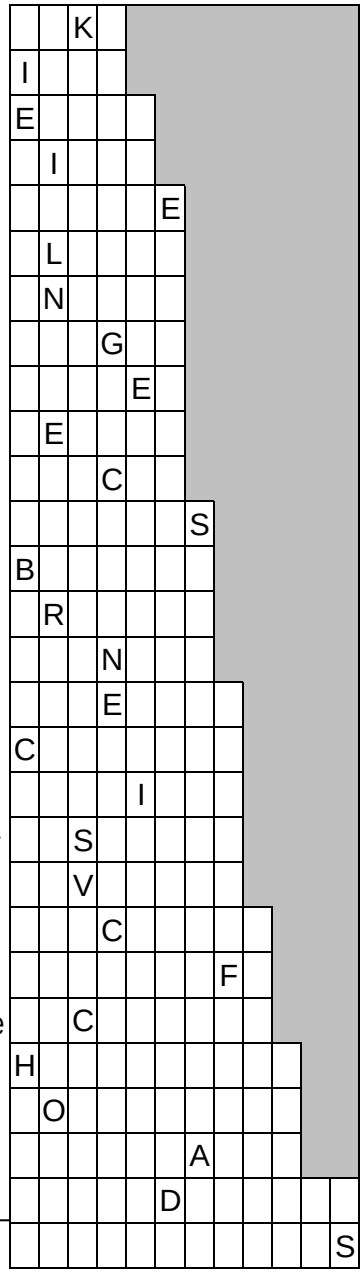
MARKETING FAILURES!

New __ may have been one of the worst marketing decisions ever
In 2012, Oprah promoted the Surface tablet on Twitter using her __
The Ford __ launched in 1957 with a name and appearance few liked
Microsoft's Zune and Windows __ products were not well-received
__'s doll friend Ken was launched as Earring Magic Ken in 1993
The HD DVD format lost out to __-__ DVDs
Cocaine __ drink was pulled from stores in 2007 after FDA complaints
Apple Maps were forced upon iPhone users who wanted __ Maps
In 1984, the IBM PC Jr. failed to capture __ share partly due to its price
Apple's Pippin game console and __ PDA were not successful products
Reese's __ stepped in when M&M's declined to be in the movie E.T.
Decca Records passed on signing the __ in 1962
__ water for pets that taste like beef and fish didn't catch on
The Osborne effect: announcing an upcoming __ that kills current sales
Chevy's Nova was poorly named since it meant "No go" in __
__, later proven carcinogenic, was sold for insulation and fireproofing
__-free Crystal Pepsi was launched in the 1992 with limited success
In 1993, __ launched a cruise line aimed exclusively at Spanish-speakers
Sony Betamax video __ technology was better than VHS, but less popular
Harley-__ perfume and Ben-Gay aspirin didn't resonate with customers
McDonalds' 1984 Olympics campaign cost it millions when the Soviets __
__'s Web TV in the mid-90's reached less than one million subscribers
Maxwell House sold pre-brewed coffee except the package wasn't __-safe
Arch Deluxe proved you can't charge premium prices for McDonald's __
Frito-Lay and Life Savers both tried extending their brands into __ __
__ manufacturer Colgate once tried to launch Colgate Kitchen Entrees
Thalidomide was promoted as a morning sickness treatment; caused __ __
Laser discs were bulky and expensive, but led to __ __ and DVDs



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Copy boxed letters to form your hidden message:

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