

**What Were They Thinking?: Marketing Lessons You Can Learn From
Products That Flopped By Robert Mcmath**

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what were they thinking?: robert m. mcmath, thom - That's why Bob McMath founded the New Products Showcase and Learning you how to avoid such mistakes, with more than eighty marketing lessons he's What Were They Thinking?, by 30-year marketing industry veteran Robert McMath and .. seemingly good products that flopped for reasons you will only now know.

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author series: what were they thinking?: - Author Series: What Were They Thinking?: Additionally he s taught all of the courses in the Marketing curriculum, he concentrated on Marketing,

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