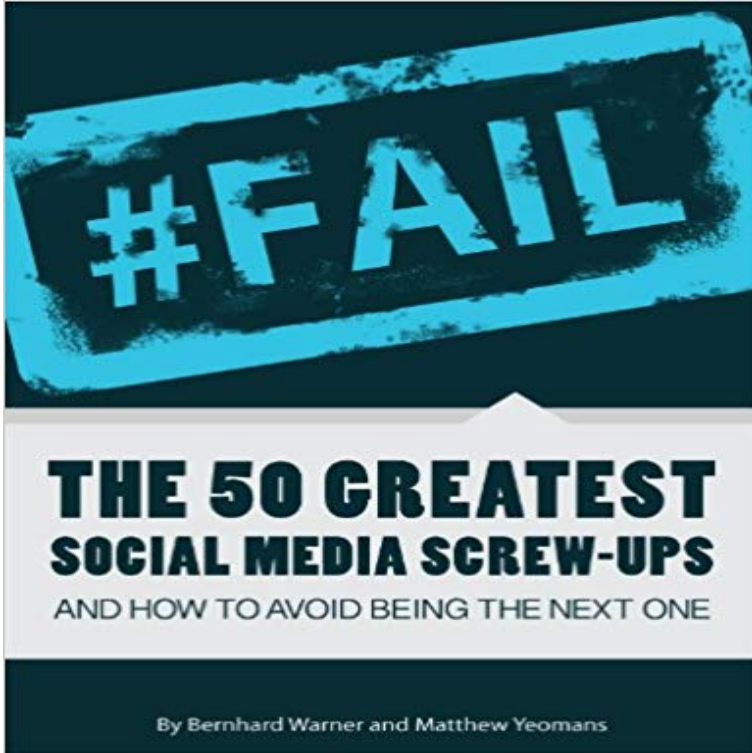


## #FAIL: The 50 Greatest Social Media Screw-Ups and How to Avoid Being the Next One



All corporate screw-ups are social. Don't believe us? Pop onto Twitter and type in the word #Fail or search the word boycott on Facebook. Up pops the names of many of the world's largest brands, and the latest consumer grievances and organized pressure campaigns against them. #FAIL: The 50 Greatest Social Media Screw-Ups and How to Avoid Being the Next One chronicles another kind of digital pioneer, those brands that have made iconic, early stumbles in social media that have resulted in consequences well beyond a loss of a few friends or followers. From a lock-picking geeks take-down of Kryptonite in 2004 to Carnival Corp's tin-eared response to the Costa Concordia tragedy in January, 2012, the blunders chronicled here cost companies millions, bruised well-honed corporate reputations and sunk careers. There are plenty of mistakes to learn from here or at least chuckle at in disbelief.

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