



## Dr. D. Anthony Miles' list of the 13 Deadly Sins of Marketing

1. Market Saturation
2. Weak Value Proposition
3. Incompatible Partnerships
4. Poor Product Positioning
5. Poor Understanding of Culture
6. Bad Brand Extensions
7. Failure to Conduct Competitive Intelligence
8. Failure to Adjust to the Competitive Environment
9. Poor Product Timing
10. Intrusive Marketing
11. Bad Reputation Management
12. Poor Customer Service
13. Incompetent Management of Marketing Staff

Hear the details by listening to my podcast.

Find it at [www.TheCountessGroup.com/podcast-39](http://www.TheCountessGroup.com/podcast-39)