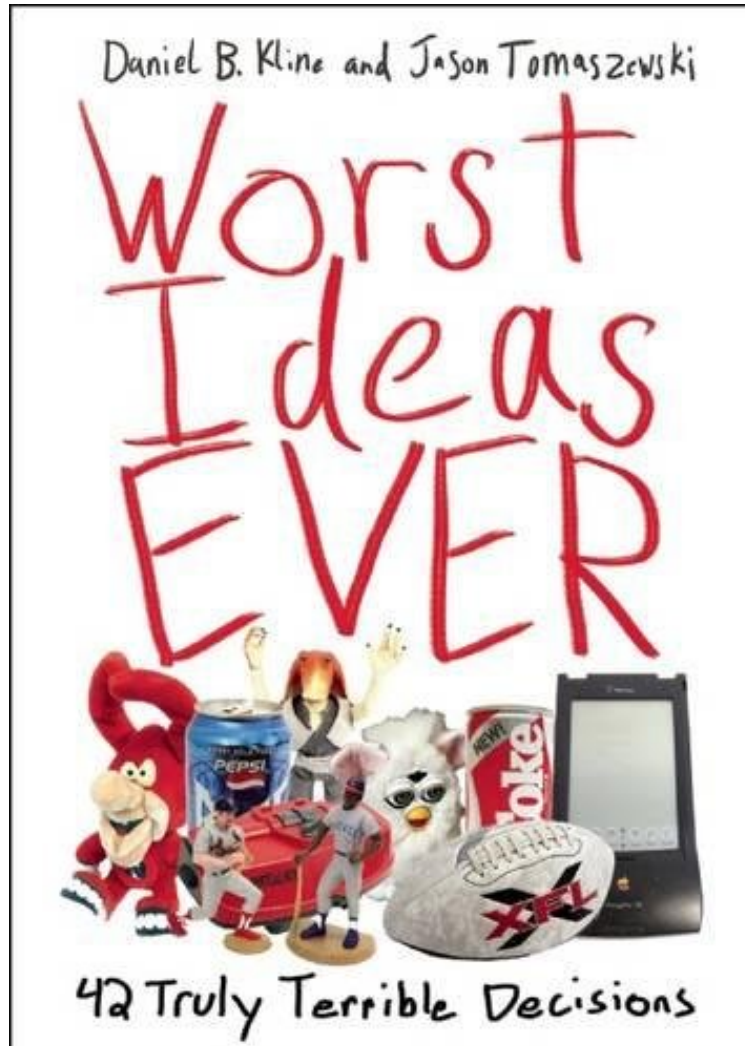


Worst Ideas Ever: 42 Truly Terrible Decisions

Daniel B. Kline, Jason Tomaszewski
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Daniel B. Kline, Jason Tomaszewski : Worst Ideas Ever: 42 Truly Terrible Decisions before purchasing it in order to gage whether or not it would be worth my time, and all praised Worst Ideas Ever: 42 Truly Terrible Decisions:

Bad ideas happen to anyone, but truly awful ideas live on forever. Some bad ideas are infamous (remember New Coke or the XFL?), while others have managed to slip under the radar of public consciousness—like the in-car record player. But just because we've forgotten a bad idea doesn't make it any less horrible. We all cringed when Michael

Jordan announced he was leaving basketball for baseball, but did you know that Whoopi Goldberg made a never-released \$35-million buddy cop movie where her partner was an animatronic dinosaur named Theodore Rex? Part history, part comedy, *Worst Ideas Ever* takes a look back and explores some of the biggest flops of all time. They say hindsight is 20/20, but it's hard to believe nobody saw these coming. This book delves into the history of disaster, taking you through failed marketing campaigns, terrible pop icon projects, disastrous corporate decisions, and more, with the authors reviewing every funny detail of what went wrong. *Worst Ideas Ever* shows what separates the merely bad ideas from the terrible ones.

About the Author Daniel B. Kline is the coauthor with Jason Tomaszewski of *50 Things Every Guy Should Know How To Do* and *Worst Ideas Ever*. Kline has been the top editor for mass-market pop-culture web sites, including *Uproar.com* and *Backslap.com*, and his work has appeared in *Stuff*, *Playboy.com*, and other men's periodicals. He now writes a syndicated newspaper column that runs weekly in more than one hundred newspapers. Jason Tomaszewski is the coauthor with Daniel B. Kline of *50 Things Every Guy Should Know How To Do* and *Worst Ideas Ever*. Tomaszewski, an award-winning football commentator and sports analyst, also served as managing editor for a local newspaper in Connecticut.