

- 1  50th Anniversary of E – DAY
  - America’s Worst Marketing Disaster . . .
- 2  Classic Marketing Blunders
  - New Coke
  - Sony Betamax
  - McLean (McDonalds)
  - Crystal Pepsi
  - EuroDisney
  - Yugo
- 3  Number #1 Disaster
- 4  What Happened?
  - Too Much Initial Hype.
  - Too Expensive
  - Too Distinctive
  - Horrible Name
  - Little Marketing Research
  - Bad Timing
- 5  Bad Decisions
  - Too optimistic – we think things will go better than expected.
  - Too confident – we think we are better than we really are.
  - Self-serving bias – we don’t view information objectively but interpret it in a way which benefits us.
  - Cognitive dissidence – we disregard information that conflicts with our previously held ideas
  - Reluctance to ignore ‘sunk costs’ – we don’t want to ‘waste’ money and time already invested in a project.
- 6  Warnings from Failures
  - Why are the failures of Israel written in the Bible?
  - “Now these things occurred as examples to keep us from setting our hearts on evil things as they did. Do not be idolaters, as some of them were; as it is written: “The people sat down to eat and drink and got up to indulge in pagan revelry.” . . . These things happened to them as examples and were written down as warnings for us, on whom the fulfillment of the ages has come.” (1 Cor 10:6–11 NIV)

## 7 Jeremiah the Prophet

- Through Jeremiah, God asked rhetorically what “wrong” God had committed to make the people of Israel go so “far” from their covenant relationship and chase after “worthless” things like idols. (Jer. 2:5)
- Despite God’s skillful leadership and protection Israel wanted to come up with its own plan for the nation that would rival those of the Canaanites—a design that would include:
  - A syncretistic religious life that would include devotion to Yahweh and the worship of the gods of the surrounding nations.

## 8 Jeremiah the Prophet

- “Has a nation ever changed its gods? (Yet they are not gods at all.) But my people have exchanged their Glory for worthless idols. Be appalled at this, O heavens, and shudder with great horror,” declares the LORD. “My people have committed two sins:  
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  - They have forsaken me, the spring of living water, and
  - have dug their own cisterns, broken cisterns that cannot hold water.” (Jer. 2:11–13 NIV)
- Cistern?
  - Hole in ground to store rain water. Becomes foul and leaks.
  - Our own attempt to provide our needs outside God’s will.

## 9 Issue

- Israel lost their perspective . . .
  - Failed to see that their troubles weren’t the result of God’s failure but their own.
  - So they sought to serve the gods of the surrounding nations as a means to helping themselves.
  - However, this was a huge mistake and wouldn’t accept any correction from God’s prophets.
  - They were sure they had the right answer and expected good things to happen.
  - But were sadly mistaken—they produced an Edsel and judgement was to follow.

## 10 Proverbs

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- The way of a fool seems right to him, but a wise man listens to advice. (Prov 12:15 NIV)
- For lack of guidance a nation falls, but many advisers make victory sure. (Prov 11:14 NIV)
- Plans fail for lack of counsel, but with many advisers they succeed. (Prov 15:22 NIV)
- Why these proverbs?
  - Because when we listen to the advice of wise counselors it keeps us from losing perspective and making bad decisions.

## 11 Listening to God

## 12 Keys

- We lose our perspective and ability to judge our motives when we stop listening to advice.
- Individuals who have a history of impulsive and bad decision making should be first in line to get advice.
- When we ask for advice it should come from people who have a reputation of making good decisions.
- If we're not listening to others, then we're probably not listening to God.

## 13 Why the Edsel?

- Previous Success had made them proud.
- Overconfident in their decision making ability.
- Invested little into market research.
- Ended up with a major failure.

## 14 Question?

- How many here tonight are about ready to produce an Edsel?
  - We're about to make a important decision and we have only solicited advice from our friends.
  - Instead of acknowledging the Lord and waiting upon him for confirmation we're relying upon our hunches.
  - We have a history of making impulsive and bad decisions and too proud to admit it.
- The point is . . . we could instead produce a Mustang!

## 15 Wisdom

- Wisdom calls aloud in the street, she raises her voice in the public squares; at the head of the noisy streets she cries out, in the gateways of the city she makes her speech: . . . whoever listens to me will live in safety and be at ease, without fear of harm. (Pro. 1:20-21, 33)

•Wisdom is not hard to find . . . especially for those who are really looking for it?