

TheDailySpin: Now that's an Embarrassing Typo!

By Alan Percy

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The [naked man discovered in an ad for La Redoute](#) wasn't the only genitalia related gaffe this week. Jim Romenesko [highlighted a typo](#) in the Charlotte Observer that references NBA player Baron Davis' herniated disc—only it didn't say “disc.”

The New York Times issued [this magical correction](#) after misreporting the name of ... wait for it ... a “My Little Pony” character in an article about a couple facing Asperger's syndrome. It was Twilight Sparkle, not Fluttershy.

Grasping the meaning of words—like getting straight the names of “My Little Pony” characters—can be tricky, and online dictionaries are making definitions all the more difficult to keep pace with. [Wordnik](#) hopes to be of assistance with that.

Not sure if your English is up to par? Take a gander at [this poem](#). If you can pronounce each word, you're doing better than 90 percent of the native English speakers in the world.

Word around town is that [Liz Claiborne Inc. has rebranded](#), opting to be known as Fifth & Pacific Cos., a hopeful reflection of the country's two coasts and perhaps chicest markets for retail.

Speaking of brands, the Kardashian name—unlike Kim's marriage—just won't die, as the family is now reportedly [in talks with American Media Inc.](#) to develop a magazine centered on the family. Not sure how long it'd stay popular on the shelves, but we'd give it at least 72 days.

If the Kardashian kin are serious about their publishing ambitions, they—or anyone in the business for that matter—should take note of [Tyler Brûlé](#). The print editor has not only beaten the odds of the underperforming print industry with his own start-up magazine ventures such as Monocle (not to mention a limited-edition newspaper), but he's also garnered the adoration of his peers along the way.

If you adore Best Buy, you might be sad to hear the news that the company is slowly going out of business. [Here's why](#).

Other businesses are slowly making a comeback, with Forbes outlining [its best bets](#) for companies poised for a return to the limelight. [Fueled by a deepening interest in nostalgia](#) amid such tempestuous economic times, the Muppets, Madonna, The Three Stooges, and Polaroid all make the cut.

Kodak, on the other hand, is [preparing to file Chapter 11](#). Looks like 24/7 Wall St. was on to something when it [predicted the company's demise](#).

Meanwhile, the PR industry lost one of its own recently. [Claire Harrison](#), one of the industry's most-riveting executives of the '70s and '80s, died of cancer last month at the age of 77. Harrison was known for her work in a variety of industries, including entertainment, real estate marketing, and hospitality services.

Present-day marketers are reportedly towing the line when it comes to promos and discounts. Despite an upsurge in online deal sites in 2011, coupon volumes [decreased 6.5 percent](#), the first drop seen in recent years.

Perhaps those numbers would be higher if coupon marketers lost weight and moved to France. That's where diet guru Pierre Dukan suggested to 16 of the country's presidential candidates a plan that would [give higher marks to students for slimness](#). Sounds like Dukan would support the [anti-child obesity campaign](#) that made waves at a Georgia hospital.

We're sure he'd probably stand behind the marketing of [healthy cigarettes](#), too. What? They have antioxidants.