Tech's top of the flops

By [Rod Baker](#)

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A light-hearted look at some of the biggest consumer tech failures in tech during 2013.

For more:

- Business Insider: [The Biggest Flops In Tech This Year...](#) Jay Yarow, writing in Business Insider, looks back on some of the biggest flops in consumer technology for 2013.

  He reckons that while some companies (Google and Apple) are getting better, there are some that clearly have some work still to do - if they want to avoid being "Top of the Flops", that is.

For instance, it seems Marissa Mayer, Yahoo! CEO was personally involved in the design of the company's new logo. Some reckon it ight have been better had she left it to the experts.

Read more [here](#) and [here](#).

ABOUT ROD BAKER

Rod Baker is Content Director at Bizcommunity.com. A journalist since before computers, he worked on a wide range of magazines and, in his youth, rose through the ranks from being a lowly and abused sub-editor, to a high and still abused editor and publisher. He has been editor and publisher of a number of magazines, as well as a newspaper. He has edited many books, and written a number too. Email him at rod@bizcommunity.com.

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