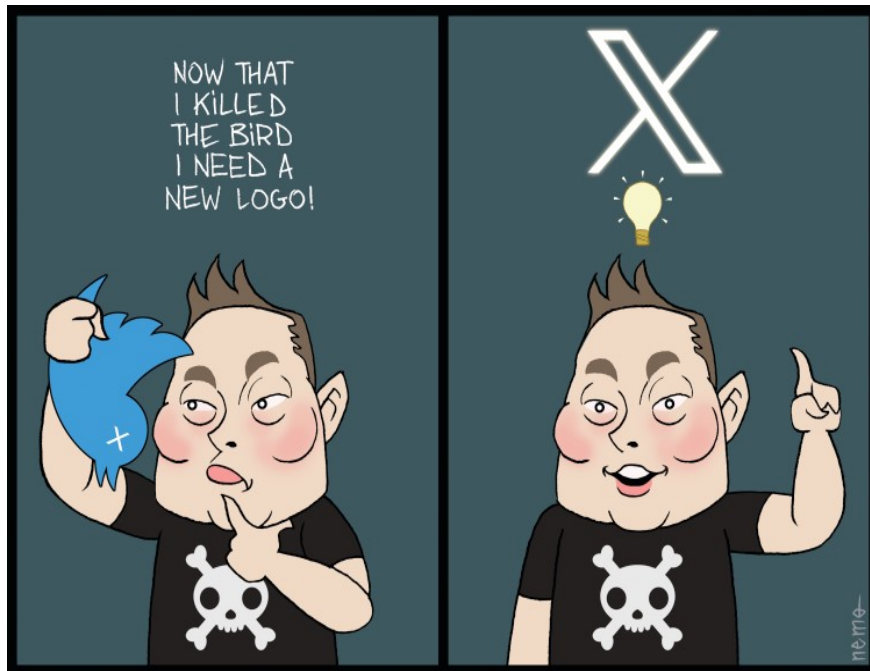


Why did Elon Musk X-out the bird?



NEMO / Courtesy of Cagle.com

1. How do these cartoons portray billionaire Elon Musk's decision to get rid of the Twitter brand name and its blue bird logo?
2. Renaming Twitter to X.com wiped out \$4 billion to \$20 billion in brand value, Fortune magazine reported. How much less is the company worth since Musk bought it for \$44 billion last fall?
3. Twitter lost half its advertisers and millions of users since Musk took over. Are his decisions to blame for the company's losses?
4. With growing competition from other social media, do you think Musk's X.com can survive? Why or why not?

Between the lines

"It's brand suicide. It will probably be the dumbest thing he's done since taking over, and considering everything he's done over the past few months, that's saying a lot." - Jenn Takahashi, public relations executive.

<https://www.fastcompany.com/90927580/elon-musk-twitter-rebrand-x-bad-idea>

Additional resources

■ **More by NEMO**

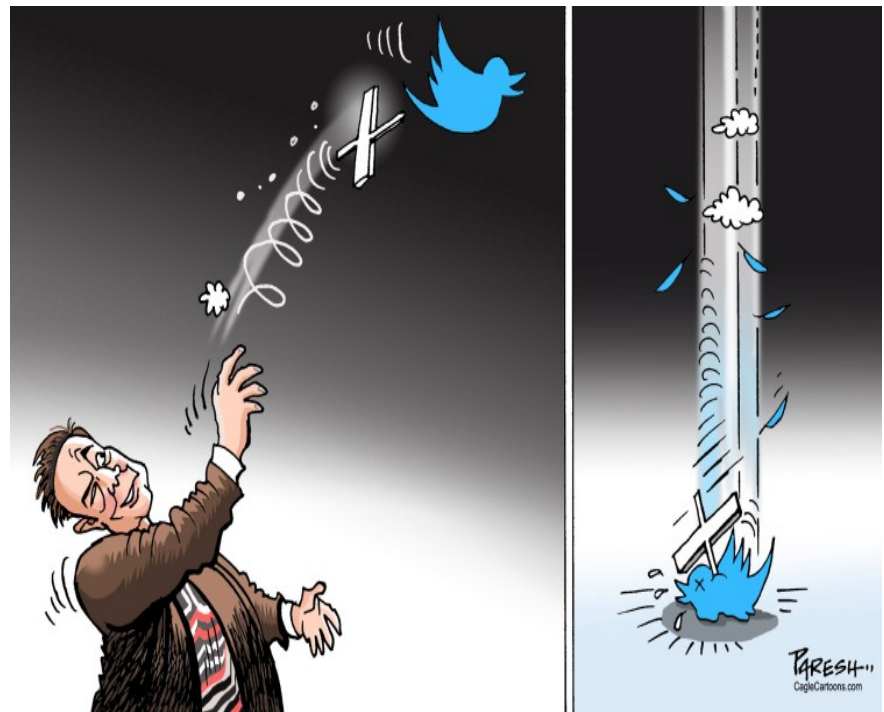
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