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EATING THE BIG FISH : How Challenger Brands Can Compete Against Brand Leaders, Second Edition, Revised and Expanded. The second edition of the international bestseller, now revised and updated for 2009, just in time for the business challenges ahead.

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In Eating the Big Fish, Adam Morgan offers hands-on advice, examples, and useful information to the #2, #3, and #4 brands looking to compete effectively with the top banana. He defines the various types of "challenger brands" and then discusses the brand and advertising strategies of the most famous and successful challenger brands of the last ...

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Eating The Big Fish: How challenger brands can compete against brand leaders. By Adam Morgan. Adam provides practical advice and plentiful easy-to-follow examples to show how a challenger brand can get noticed and steal customers from competitors with much bigger advertising and marketing budgets. He presents eight challenger credos that stress bringing a fresh perspective to market, building a prominent and emotionally appealing identity, implementing a pervasive communication strategy, and ...

Eating The Big Fish | eatbigfish. | Global Strategic Brand ...

Eating the Big Fish (2009) gives a strategic overview of how second- and third-tier brands can challenge industry leaders and climb to the upper echelons of the business world. These blinks are full of concrete advice to help emerging brands make a name for themselves in competitive markets.

Eating The Big Fish by Adam Morgan - Blinkist

About this book EATING THE BIG FISH : How Challenger Brands Can Compete Against Brand Leaders, Second Edition, Revised and Expanded The second edition of the international bestseller, now revised and updated for 2009, just in time for the business challenges ahead.

Eating the Big Fish | Wiley Online Books

Eating the Big Fish How challenger brands can compete against brand leaders By Adam Morgan Summary by Kim Hartman This is a summary of what I think is the most important and insightful parts of the book. I can't speak for anyone else and I strongly recommend you to read the book in order to fully grasp the concepts written here.

Eating the Big Fish summary - Kim Hartman

10. Eating The Big Fish [summary] The Sixth Credo: Overcommit When a karate black belt attempts to smash a brick in two with his bare hand, he aims not at the brick itself, but at an imaginary point two feet below it. In other words, it is a triumph not of commitment, but of overcommitment.

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Eating the Big Fish □ How start-up entrepreneurs can ...

A short summary of "Eating the Big Fish: How Challenger Brands Can Compete Against Brand Leaders". A study of 50 Challenger Brands around the globe identifying the commonalities in their approach to brand development. The 8 Credos of Challenger brand thinking cover preparing the right minds

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