



Eating the Big Fish: How Challenger Brands Can Compete Against Brand Leaders

By Adam Morgan

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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.

It contains over 25 new interviews and case histories, two completely new chapters, introduces a new typology of 12 different kinds of Challengers, has extensive updates of the main chapters, a range of new exercises, supplies weblinks to view interviews online and offers supplementary downloadable information.

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Bibliography

- Sales Rank: #67123 in Books
- Brand: Morgan, Adam
- Published on: 2009-02-17
- Original language: English
- Number of items: 1
- Dimensions: 9.30" h x 1.21" w x 6.30" l, 1.25 pounds
- Binding: Hardcover
- 368 pages

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Editorial Review

Review

"Eating the Big Fish is a lucid, well organized and well executed analysis of successful Challenger strategies...Highly recommended." (TheBookBag.co.uk, April 23rd 2009) '...a must read for anyone in marketing.' (Admap, January 2011).

Review

From the Inside Flap

Once upon a time, spirited David challenged the towering Goliath. Forty years ago, rental car company Avis challenged Hertz—the big fish in its industry—and won a larger, more profitable share of the market by "trying harder." Today, Challengers such as method, JetBlue, Nintendo Wii, and Linux successfully compete with much bigger brands in their markets by redefining in their favor the criteria consumers use to make choices. The leaders in any market are never in reality invulnerable; they just seem that way before a smart, focused, Challenger brand takes them on.

Updated and revised with additional chapters and thirty new examples of Challenger brands in action, the *Second Edition of Eating the Big Fish* reflects recent developments in the marketplace and media since the publication of the bestselling and influential first edition. Author Adam Morgan—who, with his company, has researched and worked with Challengers over the last decade—presents and analyzes the effective marketing tactics Challenger brands use to raise their profiles and take market share.

Morgan 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 focusing intently on ideas rather than consumers.

This new edition explores what needs to change and what needs to stay the same for Challenger brands in the shifting communications landscape of media, technology, and the Web. Most important, it affirms that Challenger brands are alive, well, and hungry. If you want to increase the profile and the profitability of your brand against bigger competitors, this book puts the big fish on your menu.

Users Review

From reader reviews:

Joyce Morton:

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