

Eating The Big Fish How Challenger Brands Can Compete Against Brand Leaders Second Edition

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Eating the Big Fish: How Challenger Brands Can Compete ...

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"Eating the Big Fish" remains the only and definitive study on how challenger brands succeed in business. It has sold close to 50,000 copies and become enormously influential in the marketplace. This new edition will explore new brands, new challengers, new media, and changes to the environment since the original edition released in 1999.

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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 ...

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A summary of the book Eating the Big Fish How challenger brands can compete against

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“ A Lighthouse brand is one that has a very clear sense of where it stands, and why it stands there. This sense of self is built on

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Page 6/16

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