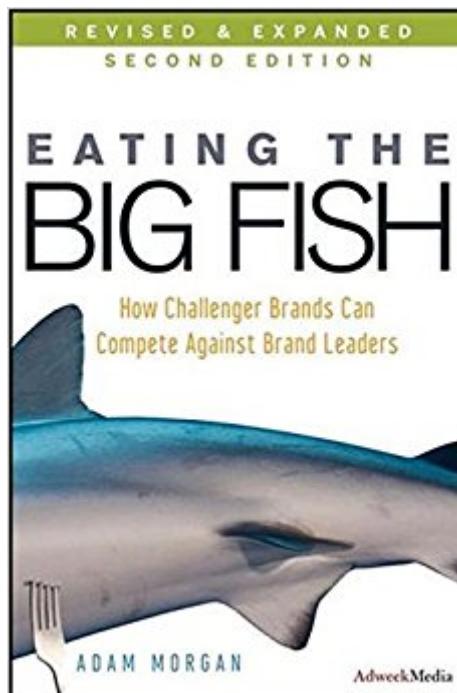


The book was found

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



## Synopsis

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.

## Book Information

Hardcover: 368 pages

Publisher: Wiley; 2 edition (February 17, 2009)

Language: English

ISBN-10: 0470238275

ISBN-13: 978-0470238271

Product Dimensions: 6.3 x 1.2 x 9.3 inches

Shipping Weight: 1.2 pounds (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 stars [See all reviews](#) (42 customer reviews)

Best Sellers Rank: #184,114 in Books (See Top 100 in Books) #47 in [Books > Business & Money > Marketing & Sales > Marketing > Product Management](#) #332 in [Books > Business & Money > Marketing & Sales > Advertising](#) #1009 in [Books > Business & Money > Accounting](#)

## Customer Reviews

Morgan explains how "challenger brands can compete against brand leaders." What is a "challenger brand"? In his Preface, Morgan suggests that it is based on eight "credos": 1. Break with the immediate past 2. Build a lighthouse entity 3. Assume thought leadership of the category 4. Create symbols of reevaluation 5. Sacrifice 6. Overcommit 7. Use advertising and publicity as a high-leverage asset 8. Become ideas-centered rather than consumer-centered He discusses each in detail in Part II. Morgan's primary objective is to provide what he calls a "magnetic compass" for Small Fish which will enable them to compete successfully. Obviously, they face problems: certain markets have moved for the first time from maturity to overcapacity; as a result, there is not enough "food" to go around; and while turning their attention downward, the Big Fish have also turned outward...toward Small Fish; as the Big Fish moved downward, retailers moved upward. Time and again, he stresses the importance of ideas...actually, better ideas. Hence the imperative to break with the past: assume nothing, take no one and nothing for granted, constantly ask "What if?" and "Why not?" For Small

Fish, the status quo is death. Period. Better ideas are engaging, provocative, and self-propagating. They help to create competitive advantages. Think in terms of an ambush: A Challenger brand can attack whenever and wherever least expected. A Challenger brand redefines terms such as "enemy", "opponent", "competition", etc. A Challenger brand has attitude. It thrives when underestimated. Better yet, when ignored. Big Fish know they are Big Fish. They have a tendency to become arrogant, complacent, hence vulnerable.

[Download to continue reading...](#)

Eating the Big Fish: How Challenger Brands Can Compete Against Brand Leaders Eating the Big Fish: How Challenger Brands Can Compete against Brand Leaders, 2nd Edition Star Brands: A Brand Manager's Guide to Build, Manage & Market Brands One Fish Two Fish Red Fish Blue Fish (I Can Read It All by Myself) Poisson Un Poisson Deux Poisson Rouge Poisson Bleu: The French Edition of One Fish Two Fish Red Fish Blue Fish (I Can Read It All by Myself Beginner Books (Hardcover)) One Fish Two Fish Red Fish Blue Fish Betta Fish or Siamese Fighting Fish. Betta Fish Owners Manual. Betta fish care, health, tank, costs and feeding. One Fish, Two Fish, Red Fish, Blue Fish Book & CD (Book and CD) One Fish Two Fish Red Fish Blue Fish (Beginner Books(R)) What Pet Should I Get? and One Fish Two Fish Red Fish Blue Fish How to Launch a Brand (2nd Edition): Your Step-By-Step Guide to Crafting a Brand: From Positioning to Naming and Brand Identity The Brand Called You: The Ultimate Brand-Building and Business Development Handbook to Transform Anyone into an Indispensable Personal Brand How to Launch a Brand: Your Step-by-Step Guide to Crafting a Brand: From Positioning to Naming and Brand Identity Brand Seduction: How Neuroscience Can Help Marketers Build Memorable Brands The Pout-Pout Fish in the Big-Big Dark (A Pout-Pout Fish Adventure) One Fish, Two Fish, Three, Four, Five Fish (Dr. Seuss Nursery Collection) The Pout-Pout Fish Tank: A Book and Fish Set (A Pout-Pout Fish Adventure) The Physics of Brand: Understand the Forces Behind Brands That Matter Essential Elements for Brand Identity: 100 Principles for Designing Logos and Building Brands (Design Essentials) Building Better Brands: A Comprehensive Guide to Brand Strategy and Identity Development

[Dmca](#)