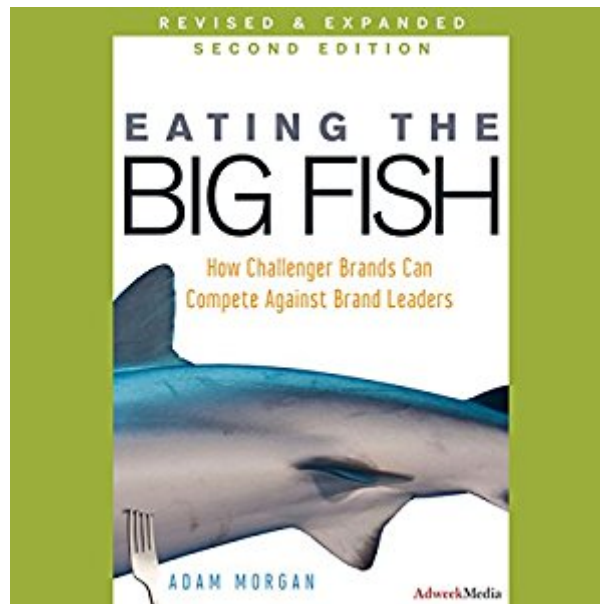


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# Eating The Big Fish: How Challenger Brands Can Compete Against Brand Leaders, 2nd Edition



## Synopsis

The second edition of the international best seller, now revised and updated... This second edition of > 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 web links to view interviews online, and offers supplementary downloadable information.

## Book Information

Audible Audio Edition

Listening Length: 12 hours and 8 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Audible Studios

Audible.com Release Date: August 6, 2012

Whispersync for Voice: Ready

Language: English

ASIN: B008TT4MRQ

Best Sellers Rank: #88 in Books > Audible Audiobooks > Business & Investing > Accounting

#423 in Books > Audible Audiobooks > Business & Investing > Marketing & Sales #956

in Books > Business & Money > Marketing & Sales > Advertising

## 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 past2. Build a lighthouse entity3. Assume thought leadership of the category4. Create symbols of reevaluation5. Sacrifice6. Overcommit7. Use advertising and publicity as a high-leverage asset8. Become ideas-centered rather than consumer-centeredHe 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.

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