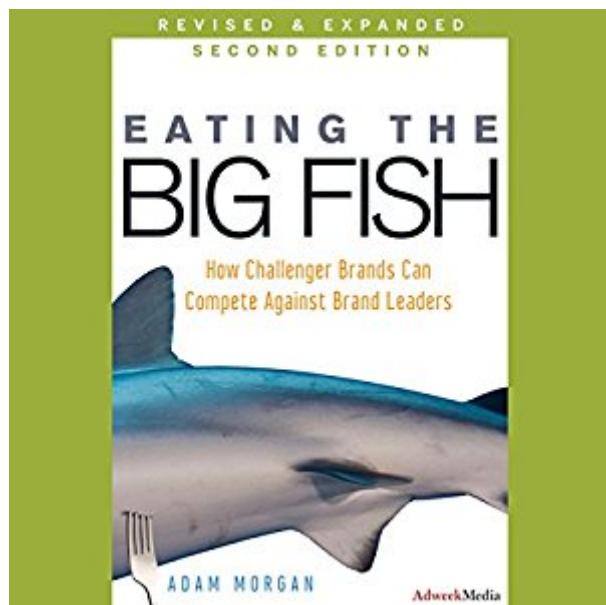


The book was found

# 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 hoursÂ andÂ 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 inÂ Books > Audible Audiobooks > Business & Investing > Accounting

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

inÂ 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.

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

Eating the Big Fish: How Challenger Brands Can Compete against Brand Leaders, 2nd Edition  
Eating the Big Fish: How Challenger Brands Can Compete Against Brand Leaders Star Brands: A Brand Manager's Guide to Build, Manage & Market Brands 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 (I Can Read It All by Myself) How to Launch a Brand (2nd Edition): Your Step-By-Step Guide to Crafting a Brand: From Positioning to Naming and Brand Identity 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 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](#)