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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 and successful challenger brands of the last ...

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Eating the Big Fish How challenger brands can compete against brand leaders By Adam Morgan Summary by Kim Hartman This is a summary of what I think is the most important and insightful parts of the book. I can't speak

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Certain fish take small fish as food .It is amazing that the moment of hunting has

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been shown to you .Where it appears a large fish in the pond is feeding the snakehead fish from a small hole ...

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Eating the Big Fish is the first book that sets out to define those rules. Adam Morgan offers an innovative mental and strategic framework for those who find themselves in this new, hostile middle ground, looking for aggressive growth against the market leader. Morgan, the Joint European Planning Director of TBWA (the international advertising ...

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

Eating the Big Fish (2009) gives a strategic overview of how second- and third-tier brands can challenge industry leaders and climb to the upper echelons of the business world. These blinks are full of concrete advice to help emerging brands make a name for themselves in competitive markets.

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