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In Eating the Big Fish,
Adam Morgan offers
hands-on advice,

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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 and successful challenger brands of the last ...

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Morgan Summary by

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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

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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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by Adam Morgan -
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Adam Morgan, EATING THE BIG FISH : How Challenger Brands Can Compete Against Brand Leaders, Second Edition, Revised and Expanded The second

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Eating the Big Fish (2nd ed.) by Morgan, Adam (ebook)

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