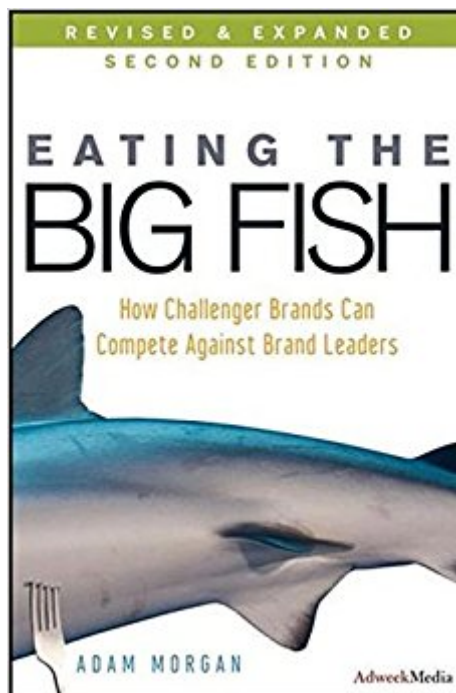




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# Eating The Big Fish: How Challenger Brands Can Compete Against Brand Leaders



## 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: 4.1 out of 5 stars 44 customer reviews

Best Sellers Rank: #101,590 in Books (See Top 100 in Books) #32 in [Books > Business & Money > Marketing & Sales > Marketing > Product Management](#) #238 in [Books > Business & Money > Marketing & Sales > Advertising](#)

## Customer Reviews

"Eating the Big Fish is a lucid, well organized and well executed analysis of successful Challenger strategies...Highly recommended." (TheBookBag.co.uk, April 23rd 2009) '...a must read for anyone in marketing.' (Admap, January 2011).

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This is a great book for anyone in the branding, marketing or advertising industries to learn to think a little differently about branding. It's also a great resource for business owners (big or small) to ask themselves how they fit into their market and how they can learn to stand out. The beauty of the book is that it makes these ideas seem accessible for businesses at any level. Inherent in the Challenger mentality is that it doesn't take a big budget to make a difference; it just takes a big commitment. This book is a definite recommend.

This book details the realities, challenges, and opportunities of those brands that aren't the category leaders. Since missteps aren't just setbacks, but could be failures with smaller brands, it provides a perspective on how to define who/what the brand is and how to compete. I highly recommend this book for anyone in marketing, but especially those brands that have to fight to be heard over the gorilla(s) in your category.

too basic for the age

Book is good, condition is great, thanks

The guy indeed knows his stuff. I think it should be required reading for any business student. It makes too much sense.

Really enjoyed how the author encourages you to look at other businesses unrelated to your field then bring back lessons learned to your situation. Our business will be using these lessons in a strategy review for a relaunch. Highly recommend for sales and marketing people to gain a fresh perspective.

Great book! Looking forward to it helping me in my career.

I have read many leadership books the last few years and I decided to read to this book because my company is transitioning to using the "challenger" marketing system. All I can say is that I hope the marketing changes my company makes are better than this book. This is one of the most disjointed and difficult leadership books I have read. So many examples of success stories yet I felt the author never clearly states how to implement an effective marketing campaign. Just reviewing this book and not judging the success of the companies that use it, it took me a week to slog through the 300 pages and it felt like a chore just finishing the pages. This may be one of those books that have to be read a couple of times (I hope not) to really get to the core meaning. In summary, not recommended for the casual reader of leadership books.

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