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| Nota di contenuto | EATING THE BIG FISH: How Challenger Brands Can Compete Against Brand Leaders; Contents; Preface; THE NUMBER OF BRANDS OPENLY ADOPTING A CHALLENGER STANCE; THE DIVERSITY OF CHALLENGER STANCES; THE CHALLENGE TO THE FUNDAMENTAL WAY WE THINK ABOUT LONG-ESTABLISHED CATEGORIES; A STRATEGIC MODEL, WITH SOME CONSISTENT PRINCIPLES; CHANGING CRITERIA; AN OVERVIEW OF THE FLOW; Foreword; Part I: THE SIZE AND NATURE OF THE BIG FISH; Chapter 1: THE LAW OF INCREASING RETURNS; Chapter 2: THE CONSUMER ISN'T; Chapter 3: WHAT IS A CHALLENGER BRAND?; Part II: THE EIGHT CREDOS OF SUCCESSFUL CHALLENGER BRANDS Chapter 4: THE FIRST CREDO: INTELLIGENT NAIVETYChapter 5: MONSTERS AND OTHER CHALLENGES: GAINING CLARITY ON THE |

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Part III: APPLYING THE CHALLENGER PROGRAMChapter 13: WRITING THE CHALLENGER PROGRAM: THE TWO-DAY OFF-SITE; Chapter 14: THE SCOPE OF THE LIGHTHOUSE KEEPER; Part IV: MIND-SET, CULTURE, AND RISK; Chapter 15: CHALLENGER AS A STATE OF MIND: STAYING NUMBER ONE MEANS THINKING LIKE A NUMBER TWO; Chapter 16: RISK, WILL, AND THE CIRCLE OF ROPE; References and Sources; Acknowledgments for the Second Edition; Photo Credits; Index

Sommario/riassunto

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.
