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OF THE CATEGORY; Chapter 8: THE FOURTH CREDO: CREATE SYMBOLS OF RE-EVALUATION; Chapter 9: THE FIFTH CREDO: SACRIFICE; Chapter 10: THE SIXTH CREDO: OVERCOMMITMENT; Chapter 11: THE SEVENTH CREDO: USING COMMUNICATIONS AND PUBLICITY TO ENTER SOCIAL CULTURE; Chapter 12: THE EIGHTH CREDO: BECOME IDEA-CENTERED, NOT CONSUMER-CENTERED

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

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## 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.

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