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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

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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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