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brands can compete against brand leaders By Adam Morgan Summary by Kim Hartman This is a summary of what I think is the most important and insightful parts of the book. I can't speak for anyone else and I strongly recommend you to read the book in order to fully grasp the concepts written here.

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Eating the Big Fish summary - Kim Hartman

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Eating The Big Fish: How Challenger Brands Can Compete Against Brand Leaders By Adam Morgan Adam provides practical advice and plentiful easy-to-follow examples to show how a challenger brand can get noticed and steal customers from competitors with much bigger advertising and marketing

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strategic framework for those who find themselves in this new, hostile middle ground, looking for aggressive growth against the market leader. Morgan, the Joint European Planning Director of TBWA (the international advertising ...

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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 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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Brand name products, New products,
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