



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

Adam Morgan

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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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