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In Eating the Big Fish,

Adam Morgan offers

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hands-on advice, examples, and useful information to the #2, #3, and #4 brands looking to compete effectively with the top banana. He defines the various types of "challenger brands" and then discusses the brand and advertising strategies of the most famous and successful challenger brands of the last ...

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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

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concepts written here.

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[summary] The Sixth

Credo: Overcommit

When a karate black belt attempts to smash

a brick in two with his

bare hand, he aims not

at the brick itself, but

at an imaginary point

two feet below it. In

other words, it is a

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triumph not of

commitment, but of

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Certain fish take small
fish as food .It is
amazing that the
moment of hunting has
been shown to you
.Where it appears a
large fish in the pond is
feeding the snakehead
fish from a small hole

...

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Eating the Big Fish is the first book that sets out to define those rules. Adam Morgan offers an innovative mental and strategic framework for those who find themselves in this new, hostile middle ground, looking for aggressive growth against the market leader. Morgan, the

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Joint European

Planning Director of

TBWA (the

international

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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

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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.

**Eating The Big Fish
by Adam Morgan -
Blinkist**

Adam Morgan, EATING
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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

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We all know cats love
fish, even the big ones

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that can kill you. Fishes

might be tastier than

humans, we will never

know. ... cheetah

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eating fish fish lover

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