Eating the Big Fish: How Challenger Brands can Compete Against Brand Leaders, 2nd edition, is Released

At a time of unprecedented business adversity, expanded international bestseller reveals the secrets of how brands and companies successfully do more with less

San Francisco, CA (PRWEB) February 25, 2009 -- The current, harsh economic climate will necessarily make Challengers of us all. Now more than ever before, brands need to fight to survive: to be just another second-rank brand is to put yourself into the mouth of the Big Fish and wait for its jaws to close.

The second edition of bestseller Eating the Big Fish, just released, clearly shows a well-defined process for brands to reverse the food chain and become successful challengers, carving out greater growth with less resource. These brands will be the survivors in this market.

Brands like method, Google, and innocent ate the big fish to ascend to the top of their categories. Even category leaders like Lexus and Axe (Unilever), have applied Eating the Big Fish methods to get to and stay at Number One. Staying Number One means thinking and behaving like a Number Two.

Ten years after Adam Morgan's first edition, Eating the Big Fish, introduced the widely-regarded concept of Challenger brands, the revised and expanded, Eating the Big Fish: How Challenger Brands Can Compete Against Brand Leaders, 2nd Edition (Wiley; February 23, 2009; $29.95), provides fresh examples and inspiration (over 25 new interviews and case histories) culled from Challenger brands around the world. Each chapter has been updated to reflect the new environment for marketers who must do more with less. New chapters reveal what it means to be in charge of a Challenger brand and introduces the "12 Types of Challengers" including in-depth profiles.

People associate Avis' 'We try harder' with a classic challenger position, but Morgan shows it will take much more than additional effort and a little chutzpah. He identifies and discusses the Eight Credos of Successful Challenger Brands:

1. **Intelligent Naivety** - marketers must break free from the clutter of little pieces of knowledge in order to see the real opportunities for radical growth.
2. **Build a Lighthouse Identity** -develop a clear sense of who or what you are as a brand/business - and project that identity intensely, consistently, and saliently.
3. **Take Thought Leadership of the Category** - Make your brand the one that everyone is talking about, no matter the size.
4. **Create Symbols of Reevaluation** - capture consumer's imagination by doing the unexpected in a big way; forcing them to look at your brand differently.
5. **Sacrifice** - With fewer resources than the Big Fish, what Challengers choose to sacrifice is as important to their success as what they choose to do.
6. **Overcommit** - Choose one or two key activities, and, don't just commit, but overcommit to ensure success.
7. **Use Communications and Publicity to Enter Social Culture** - Treat communication ideas and publicity as high-leverage assets that make brands relevant.
8. Become Idea-Centered, Not Consumer-Centered - Maintain momentum by generating ideas that constantly refresh and renew the relationship with the consumer.

Each of the chapters contains links to videos of interviews with successful Challenger brand leaders such as Eric Ryan, Founder of method homecare, Kevin George, Vice President, Unilever Deodorants & Haircare, and Eric Asche, Senior Vice President, Marketing, American Legacy Foundation. Interviews can be viewed at http://www.eatbigfish.com/etbf/index.html.

Tools and exercises that marketers can immediately use and apply to their brands have also been added to the 2nd Edition.

Praise for Eating the Big Fish, Second Edition:

"Adam Morgan's brand advice is among the most practical and useful there is. My team is responsible for helping drive the success of brands like Axe and Degree deodorant in the United States, and Eating the Big Fish has shaped our thinking, driven our teams to adopt 'Challenger' behavior, and helped us dramatically grow our market share."
-Kevin George, Vice President and General Manager, Unilever United States

"I devoured Adam's book and used his thinking to create method as a Challenger brand to take on the giants of the soap industry. To say we lived his principles daily is an understatement. This book will give you the framework to run through the legs of Goliath - and create relentless growth."
-Eric Ryan, cofounder, method

"Eating the Big Fish is on fire with ideas. Best in the marketplace."
-Steve Hayden, Vice Chairman, Ogilvy Worldwide

"'Challenger' isn't a state of market, it's a state of mind. This way of thinking is as important and powerful for a hugely successful brand as it is for a start-up, and this book will show you why."
-Andy Berndt, MD, Google Creative Lab

"My bedtime reading when we were setting up innocent"
-Richard Reed, cofounder, innocent

ABOUT THE AUTHOR:
Adam Morgan is the founding partner of eatbigfish, an international brand consultancy specializing in challenger behavior and strategy. His early career was spent in advertising in the UK and US where he became increasingly interested in the subject of challenger brands. In 1997 he established the Challenger Project, a research project into how challenger brands succeed across a variety of different categories. This continually evolving study led to the publication of 'Eating The Big Fish: How Challenger Brands Can Compete against Brand Leaders', which has been translated into eight languages. Adam has worked with clients such as PepsiCo, Eurostar, Guardian Newspapers, Unilever, Channel 4 and Lexus running workshops to develop and maximize their position as challenger brands in their marketplace.

He has developed eatbigfishfood, a web-enabled inspirational learning program that combines interviews with challengers, stories from around the world and practical exercises that can be applied to brands.
His second book, published in 2004, was entitled 'The Pirate Inside: Building a Challenger Brand Culture within Yourself and your Organization', and explored the personal qualities and behavior required of a challenger individual within a large organization.

He currently divides his time between working closely with clients on challenger workshops and researching a third book about 'Opportunity'. He is a frequent speaker on the subject of brand strategy and challengers. Visit Adam Morgan at www.eatbigfish.com.

ABOUT THE BOOK
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