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The second edition of the international best seller, now revised and updated This second edition of 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 web links to view

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Eating the Big Fish How Challenger Brands Can Compete

They existed before Avis, of course: the second-rank brands, cruising the category reef in the shadow of the Big Fish. It was just that, before Avis, they always seemed just that-second rank. The brands we emulated, the brands we learned from, the brands we all wanted to be, underneath, were the

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