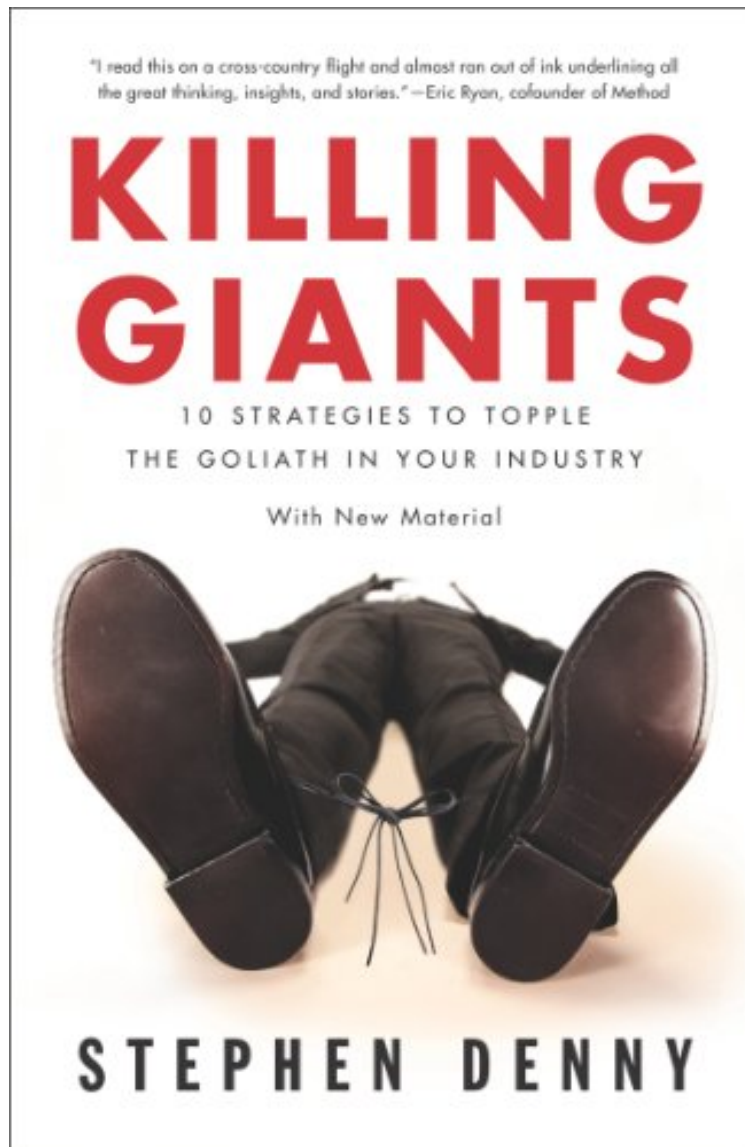


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Killing Giants: 10 Strategies to Topple the Goliath in Your Industry

Stephen Denny

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2 of 2 people found the following review helpful. An easy read that will get you thinking...By Sam SagerThis book is a quick and enjoyable read. Denny provides a framework to challenge industry titans in the form of ten strategies, illustrated through specific business stories. I enjoyed it's because it is not just about a small company challenging the large one, but rather about any company or division competing with a competitor in a stronger initial

position. While the ten strategies are independent, Denny emphasizes a few themes throughout. Giants have fundamentally different problems. And there are some places they cannot go anymore. They do not like to fight, especially against smaller players. Most importantly, they can be crippled by competitors who embrace their challenger role as a defining strength. The stories in this book will help you think of specific strategies for your situation.

0 of 0 people found the following review helpful. Sun Tzu meets Robert Cialdini
By Brian Ahearn
I met Stephen Denny when we went through influence training under Robert Cialdini, PhD. He's a very creative, interesting guy with a wide background in sales and marketing. Killing Giants read like a blend of Sun Tzu's "The Art of War" and Dr. Cialdini's "Influence Science and Practice" because it's a blend of strategy and psychology. If you're looking for formulas, follow steps 1-5, then this isn't the book for you. On the other hand, if you want real life stories of how the little guys took on the giants in their industry then you'll appreciate the book because it will stimulate your thinking and give you new ideas on how to grow your business. If government statistics are right and 64% of all new jobs have been created by small businesses over the past 15 years then there's a huge market segment that needs to read this book.

0 of 0 people found the following review helpful. Practical strategies to use now!
By Customer
Everything about this book is useful. From the way it is written, non-linear to the author's own admission that this is not a one size fits all proposition. The reader can take and use one or more of the 10 strategies that are practical, while discarding others. The book is a fast read for a business book with the strategies that the author writes about having come from real life companies and executives. As an owner of two businesses that regularly faces the prospect of battling giants I look forward to putting in place Steve Denny's advice and am anxious to begin measuring my own success. If you are a small business owner you should have a copy of this book in your library and reference it often!

Everyone thought Eric Ryan and Adam Lowry were crazy to start Method, a new cleaning products company. The category had long been dominated by PG, Unilever, and Colgate-Palmolive. Those giants had so much clout with the retail chains that their soaps had barely needed updating for decades. But by taking advantage of its underdog position, Method carved out a very profitable niche: environmentally sound products in stylish, innovative packaging. Despite having a far smaller marketing budget than their competitors, Method connected with a substantial minority of people who wanted to "buy green" but who also wanted high-quality products. Marketing expert Stephen Denny argues that, like Method, any brand can directly challenge the giant of its category and not only survive, but thrive. While it's inconvenient to be the little guy, it can also be a blessing in disguise. Giant-killers can afford to shake things up and take bold steps. They can be faster and nimbler than giants who are too slow and hidebound to make the painful but necessary changes to stay competitive. By the time they notice that slingshot, they're already keeling over. During his two decades in the trenches, Denny has taken on quite a few giants. And he has interviewed more than seventy other giant-killers across industries- from software to cosmetics to aviation- for their most powerful techniques. Our need to work smarter, with fewer resources, isn't dependent on the state of the economy or on any sense of stability you think you have in your industry. Denny's ten powerful strategies will help you overcome stale business thinking and bureaucracy. They include:

- Win in the last three feet. Leverage someone else's investment-just be there the moment the customer grabs their wallet.
- Create "thin ice" arguments. Shift the conversation to places where the competition can't-or won't-go.
- Fight unfairly. Learn how the underdog can turn the tables.

From the hypercompetitive world of social media to high-stakes business-to-business sales to the trenches of retail, Killing Giants is The Art of War for a new era. It proves that size does matter-the size of the fight in the dog.