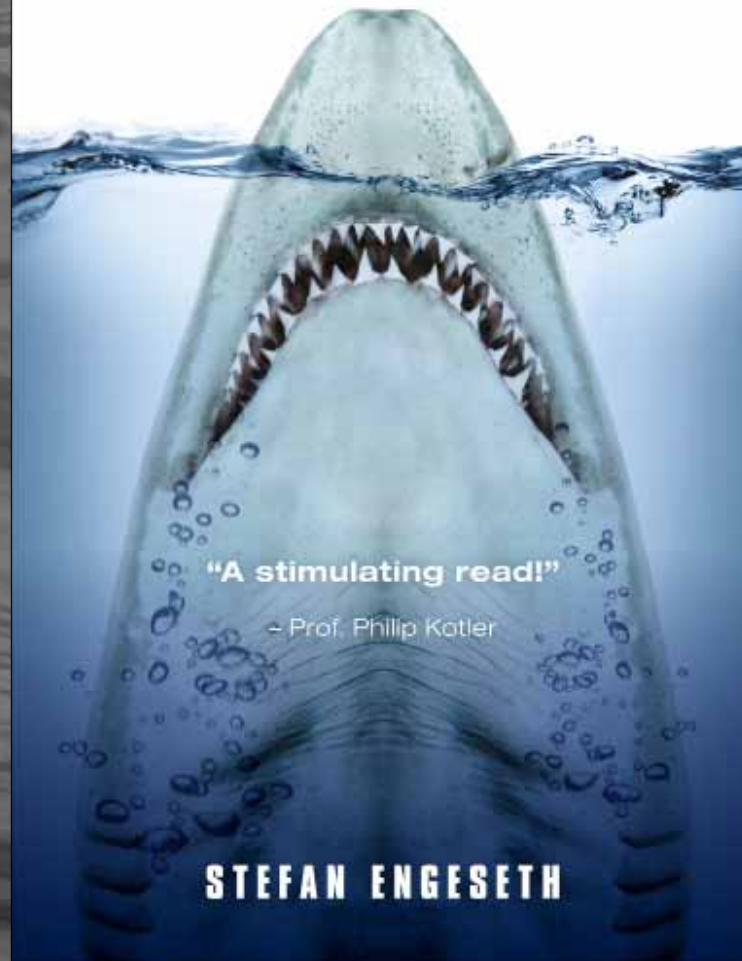


# SHARKONOMICS

HOW TO ATTACK MARKET LEADERS



"A stimulating read!"

— Prof. Phillip Kotler

STEFAN ENGESETH




#Sharkonomics



[www.Facebook.com/Sharkonomics](http://www.Facebook.com/Sharkonomics)



[www.Sharkonomics.com](http://www.Sharkonomics.com)



**Down Under's Sharkonomics brands**

*"If the customers wanted us  
to start an airline, we'd do it."*

**Chief Nudie and Founder,  
Tim Pethick, Nudie Foods,  
Australia.**

# Why Sharkonomics?



*Marketing Week ranks Sharkonomics  
as one of 2012 marketing buzzwords.*

# Sharks = Business

The Long Tail

The Tipping Point

100% focused

Business class

Rock the boat

Break-even

Cutting edge

Eat or be eaten

Sharks of Wall Street

Bump/poke on Facebook

# Deep research



# Find blind spots to bite

G-strategy



# 10 points to attack market leaders

1. Start planning long before your attack
2. Don't get stuck in history
3. Spread panic
4. Do market research the shark way
5. Find blind spots to bite
6. Strike unpredictably
7. Timing is key to successful attacks
8. Move or die
9. Kill with style
10. Write a Sharkonomics "attack list"

Example/case:

1. Goldfish vs. Great White Shark
2. Music industry vs. Spotify
3. Virgin Airlines vs. British Airways
4. Motorola (test bite) vs. iPhone (killing bite)
5. G-strategy
6. Online vs. offline. Facebook vs. Credit card
7. Cleantech vs. T-Ford
8. Sharks move 24/7. Groupon
9. Apple + Boeing = iPad into the sky
10. ?

# 10 points for market leaders to defend themselves from shark attacks

1. Develop your defence strategies years before you get attacked
2. Never stand still
3. Let others spread the buzz
4. Don't panic when under shark attack
5. Find out where your blind spots are
6. When entering a new market, don't send out press releases too early
7. Sharks will not attack you if there is an easier target around
8. Don't act like a victim
9. Attack is good defence
10. Develop better escape tactics than the hunter

Example/case:

1. Google's mortality vs. evolution
2. Adaptability is not an option in nature
3. Less food in the water. Wal-Mart, H&M
4. Bait-and-wait strategy. Toyota/Lexus
5. Test and adapt before it's too late. IKEA
6. Don't pour blood into the water
7. Dive with fleshy friends
8. Android inside vs. outside defence
9. Eat or be eaten
10. ?



# Why change?



**Move or die.  
Learning too slow  
is always too late.**



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Make it swim!



#Sharkonomics



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