

[PDF] Killing Giants: 10 Strategies To Topple The Goliath In Your Industry

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Description:

Review "Learn why quick and dirty is better than shock and awe in this timely book."

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"*Killing Giants* recounts the tales of successful entrepreneurs who started from scratch, became scrappy and innovative, and learned how to compete successfully in an arena of giants. The information here is practical, valuable, and actionable."

—Jim Koch, founder and brewer, The Boston Beer Company

About the Author **STEPHEN DENNY** is president of strategy, marketing, and branding consultancy Denny Marketing. He is a frequent contributor to *The Daily Fix* and *Marketing Profs* as well as his own marketing blog. He lives outside San Francisco.

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