

PRESS RELEASE

Sharkonomics spreads fear amongst market leaders

Sharks are not only nature's most revered killing machines, they are highly strategic and efficient predators. Studying their behaviour and instincts can provide lessons for companies of any size who want to attack the competition.

Stefan Engeseth, author of the new book *Sharkonomics*, argues that taking market share from market leaders is about being aware, creating presence and punching above your weight. By applying the behavioural traits of the shark, Engeseth has created a number of highly practical business strategies which include striking unpredictably, developing a sensory system, hunting in packs and how to locate blind spots. The more competitive your marketplace, the more effective *Sharkonomics* can be. After all sharks have been evolving for over 420 million years and are still very much the leaders in their space.

Why Sharkonomics?

Quite simply, nature is smarter than the likes of Stanford, Harvard, MIT, McKinsey, Boston Consulting Group, Bain, IBM, Apple and all of the other *Fortune* 500 companies. In nature, sharks have to move to survive. But in business most market leaders remain static, because they are stuck in history – and eventually they become shark food. Sharks don't perform by producing endless Power Points; they bite into market share. *Sharkonomics* will reveal how the logos of market leaders will have more chunks taken out of them than a seal after a shark picnic.

It's not just about attack

Sharkonomics also includes tactics for companies to defend themselves against attack. It is important to state that *Sharkonomics* is inspired by nature, but Engeseth's intention is not to spread fear in any form – except perhaps in boardrooms!

Stefan Engeseth, the author of Sharkonomics, dived with sharks in South Africa as part of his research for the book!

Take a bite of this new book at www.sharkonomics.com

For more information, videos and book samples go to www.sharkonomics.com.

About the author

Stefan Engeseth is one of Europe's most creative business thinkers and a top-ranked speaker. This is his fourth book. He is also a consultant and CEO of Detective Marketing™.

If you'd like to talk to or interview the author, please send Stefan an Email or call +46704443354.

Sharkonomics: How to Attack Market Leaders is published in April 2012 by Marshall Cavendish priced UK£10.99. It is sold in all good bookshops globally as well as via Amazon.co.uk and Amazon.com.

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- Press room (book cover, shark pictures, author portrait and graphics).
- www.detectivemarketing.com/press-room/
- About the author.
- www.sharkonomics.com.



Photo by Thomas Svensson



For book cover, shark pictures, author portrait and graphics go to press room.

Below is endorsements for the book:

"[Stefan Engeseth] describes the attack strategies of a shark, but respects the intended victims enough to show how they can defend themselves. A stimulating read!"

– Prof. Philip Kotler

"You are swimming with sharks and you may not even know it. Stefan is your guide to not only surviving Sharkonomics but thriving in these adventurous economic waters."

– Brian Solis

"Stefan Engeseth draws creative parallels to the world of nature and sharks and provides a fresh look at business and defence tactics. Sharkonomics is not to be missed!"

– Merci Olsson
Marketing and Communications
Director
Nobelprize.org