



In This Chapter, We Will Address the Following **Questions**

1. How can market leaders expand the total market and defend market share?
2. How should market challengers attack market leaders?
3. How can market followers or nichers compete effectively?
4. What marketing strategies are appropriate at each stage of the product life cycle?
5. How should marketers adjust their strategies and tactics for an economic downturn or recession?

Through innovative new products and aggressive advertising, Under Armour has played the role of a challenger brand to market leader Nike.