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## **THE WAR OF BURGERS**

War is an integral part of the competition. Oddly enough, but a tactic of war is often used in marketing. There is even a belief that the essence of marketing today is not customer service. Marketing is a war in which the competitor is the enemy, and the buyer is the area to be won. In this case, the best book on marketing was written by a retired Prussian general Carl von Clausewitz. "On War" was published in 1832.

In this book Clausewitz describes the strategic principles that determine the success of any war. Clausewitz was a great military philosopher. His ideas and concepts have existed for over 180 years. Quotes are still used in many U.S. Military Academies. Since the time "On War" was published the notion of war has changed significantly, but Clausewitz's ideas popular in the nineteenth century are still up-to-date. Weapons can vary, but the principles of war, as Clausewitz said, are still based on two characteristics: strategies and tactics. His presentation of strategy can greatly help modern commanders (marketers) to step into the twenty-first century.

The first network that used an effective strategy against McDonald's has been Burger King.

After McDonald's took the position of the largest network of fast-food eateries in the country it switched to defense.

There are two main principles of guerrilla warfare.

1. Find a small segment of the market that you could defend.
2. Any success you have achieved, never act like a leader.

The most important slogan of "The War of burgers" is: "Don't listen to the generals, who won without bloodshed. If the massacre is a horrible sight, then that's another reason to respect the war" (Carl von Clausewitz).