Competitive Intelligence For Dummies

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Guide to Competitive IntelligenceThe Internet Age of Competitive IntelligenceCompetitive IntelligenceUser-directed Competitive IntelligenceBusiness Intelligence for Telecommunications

Competitive Intelligence and Decision Problems

Aligning business intelligence (BI) infrastructure with strategy processes not only improves your organization's ability to respond to change, but also adds significant value to your BI infrastructure and development investments. Until now, there has been a need for a comprehensive book on business analysis for BI that starts with a macro view and

Product Competitive Intelligence

A practical introduction to the necessity of competitive intelligence for smarter business decisions-from a leading CI expert and speaker In Competitive Intelligence Advantage, Seena Sharp, founder of one of the first Competitive Intelligence firms in the US, provides her expert analysis on the issues and benefits of CI for today's businesses. CI is critical for making smarter business decisions and reducing risks when formulating strategies, leading to more profits and fewer mistakes. This is a practical guide that explains what CI is, why data is not intelligence, why competitor intelligence is a weak sibling to competitive intelligence, when to use it, how to find the most useful information and turn it into

actual intelligence, and how to present findings in the most convincing manner. Importantly, Sharp argues that businesses would benefit from shifting their perspective on CI from viewing it as a cost to viewing it as an investment that saves money and provides immediate value. Author Seena Sharp is a noted CI expert who established Sharp Market Intelligence in 1979 Addresses all the most common myths and misconceptions about CI Includes more than sixty examples of when to use CI Completely explains the ins and outs of CI, and why your company will act faster and more aggressively with CI Competitive intelligence is a management tool that is misunderstood and underestimated, yet results in numerous benefits. If you are a senior level executive or operate a business-and you aren't tapping the power of CI to improve your decision making-you are missing a potent advantage.

Business Analysis for Business Intelligence

Make competitive intelligence part of your business practice—and be on the cutting edge Competitive intelligence is the art of defining, gathering, analyzing, and distributing intelligence about products, customers, competitors, individuals, concepts, information, ideas, or data needed to support executives and managers in making strategic decisions for an organization. Competitive Intelligence For Dummies introduces you to this fascinating subject and gives you the tools you need to incorporate it into your business decision-making

process. Conducted within an organization, competitive intelligence serves as a catalyst in planning and strategic growth. It is part of the value chain that converts gathered data to actionable information that results in strategic decisions. Competitive Intelligence For Dummies helps readers gather valuable information on the competition, the operational environment, and the target customer. It also explains how to carefully analyze and use this information in decision making processes to gain market share and stay on the cutting edge of an industry. Whether you are just starting a business, venturing into new areas with your existing company, or looking to gain ground on a key competitor, Competitive Intelligence For Dummies gives you insight on how to gather valuable information on not only your competitors, but on your market and key customer base. Gets you up to speed on how to locate, collect, and process competitive intelligence Shows you how to carefully analyze competitive intelligence and disseminate it throughout your organization Illustrates how competitive intelligence can help you gain market share If you're a business owner, analyst, manager, or researcher, Competitive Intelligence For Dummies gives you and your business an edge.

Competitive Intelligence Advantage

A powerful "how-to-do-it-better" book, this is the first guidebook on competitive intelligence that uses case studies to provide behind-the-scenes insights into how professionals improve competitive intelligence

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processes. • Provides readers with practical tools and strategies to immediately identify and address their CI problems • Enables businesses to realize discernible improvements in performance, planning, competitiveness, and agility • Offers helpful checklists and other easy-to-use aids to make improving CI operations a straightforward process • Serves leaders in any organization—for profit or nonprofit—charged with the challenge of maintaining a competitive edge in their industry

Introduction to Private and Public Intelligence

This is the first definitive, in-the-trenches guide to bring proven government intelligence tactics onto the corporate battlefiled. Helping companies turn information into intelligence, and then use this knowledge trategically, Shaker and Gembicki offer crucial advice for every business person on how to collect, analyze, and disseminate vital information to key decision-makers. And in a proactive strike, The Warroom Guide to competitive Intelligence tells organizations how to set up their own "WarRoom," in order to gather and protect vital information to give them that competitive edge.

Competitor Intelligence

A cogent, compelling argument for the corporate competitive intelligence function, and a practical guide to implementing and benefiting from it.

Competitive Intelligence

The recent "concept of 2.0", a consequence of "Web 2.0",discusses the emergence of a new style, emancipated from the Web,which finds applications in all areas of social activity:management, innovation, education , organization, territory,etc. This book considers the implications of the changing paradigm forcompetitive, economic and territorial intelligence applied toinnovation, value creation and enhancement of territories.Competitive intelligence is therefore in the "2.0" and its values:perpetual beta, user-generated content, social relations, etc.,horizontality, a renewed legitimacy. This book, collecting contributions from international experts,testifies to the heterogeneity and richness of possible approaches.It provides a totally new way of evaluating the impact of 2.0 withconcrete examples, while analyzing the theoretical models allowingthe reader to develop in other contexts the described cases ofsuccess.

The Warroom Guide to Competitive Intelligence

Business Intelligence Strategy and Big Data Analytics is written for business leaders, managers, and analysts - people who are involved with advancing the use of BI at their companies or who need to better understand what BI is and how it can be used to improve profitability. It is written from a general management perspective, and it draws on observations at 12 companies whose annual revenues

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range between $500 million and $20 billion. Over the past 15 years, my company has formulated vendor-neutral business-focused BI strategies and program execution plans in collaboration with manufacturers, distributors, retailers, logistics companies, insurers, investment companies, credit unions, and utilities, among others. It is through these experiences that we have validated business-driven BI strategy formulation methods and identified common enterprise BI program execution challenges. In recent years, terms like "big data" and "big data analytics" have been introduced into the business and technical lexicon. Upon close examination, the newer terminology is about the same thing that BI has always been about: analyzing the vast amounts of data that companies generate and/or purchase in the course of business as a means of improving profitability and competitiveness. Accordingly, we will use the terms BI and business intelligence throughout the book, and we will discuss the newer concepts like big data as appropriate. More broadly, the goal of this book is to share methods and observations that will help companies achieve BI success and thereby increase revenues, reduce costs, or both. Provides ideas for improving the business performance of one's company or business functions Emphasizes proven, practical, step-by-step methods that readers can readily apply in their companies Includes exercises and case studies with road-tested advice about formulating BI strategies and program plans

Business and Competitive Analysis

User experience (UX) strategy requires a careful blend of business strategy and UX design, but until now, there hasn't been an easy-to-apply framework for executing it. This hands-on guide introduces lightweight strategy tools and techniques to help you and your team craft innovative multi-device products that people want to use. Whether you're an entrepreneur, UX/UI designer, product manager, or part of an intrapreneurial team, this book teaches simple-to-advanced strategies that you can use in your work right away. Along with business cases, historical context, and real-world examples throughout, you'll also gain different perspectives on the subject through interviews with top strategists. Define and validate your target users through provisional personas and customer discovery techniques Conduct competitive research and analysis to explore a crowded marketplace or an opportunity to create unique value Focus your team on the primary utility and business model of your product by running structured experiments using prototypes Devise UX funnels that increase customer engagement by mapping desired user actions to meaningful metrics

Business Intelligence For Novices And Dummies

You're intelligent, right? So you've already figured out that Business Intelligence can be pretty valuable in making the right decisions about your business. But you've heard at least a dozen definitions of what it is, and heard of at least that many BI tools. Where do

you start? Business Intelligence For Dummies makes BI understandable! It takes you step by step through the technologies and the alphabet soup, so you can choose the right technology and implement a successful BI environment. You'll see how the applications and technologies work together to access, analyze, and present data that you can use to make better decisions about your products, customers, competitors, and more. You'll find out how to: Understand the principles and practical elements of BI Determine what your business needs Compare different approaches to BI Build a solid BI architecture and roadmap Design, develop, and deploy your BI plan Relate BI to data warehousing, ERP, CRM, and e-commerce Analyze emerging trends and developing BI tools to see what else may be useful Whether you're the business owner or the person charged with developing and implementing a BI strategy, checking out Business Intelligence For Dummies is a good business decision.

Open Source Data Warehousing and Business Intelligence

Global Business Intelligence refers to an organization's ability to gather, process and analyze pertinent international information in order to make optimal business decisions in a timely manner. With a challenging economic and geopolitical environment, companies and executives need to be adept at information gathering in order to manage emerging challenges and gain competitive advantages. This book Global Business Intelligence assembles a cast of

international experts and thought leaders and explores the implications of business intelligence on contemporary management. Global Business Intelligence will be a key resource for researchers, academics, students and policy makers alike in the fields of International Business & Management, Business Strategy, and Geopolitics as well as related disciplines like Political Science, Economics, and Geography.

UX Strategy

Every business manager needs intelligence to find suppliers, mobilize capital, win customers and fend off rivals. Obtaining this is often an unplanned, instinctive process. The manager who has a conscious, systematic approach to acquiring intelligence will be better placed to recognize and seize opportunities whilst safeguarding the organization against the competitive risks that endanger its prosperity – and sometimes even its survival. Christopher Murphy's Competitive Intelligence explains: • the theory of business competition • how companies try to get ahead of their rivals • methods of research and sources of information that generate the raw material for creating intelligence • analytical techniques which transform the mass of facts and opinions thus retrieved into a platform of sound, useable knowledge to support informed business decision making. The text includes plenty of examples and experiences from the author's own consulting experience. He draws on a wide variety of disciplines, including literary criticism (or how to read between the lines of

company reports, announcements and media stories) and anthropology (understanding corporate culture), as well as the more obvious ones such as financial analysis, management theory and business forecasting techniques. This fusion of insights from many fields of expertise provides a very readable, practical and imaginative framework for anyone seeking to gather and make effective use of market and company data. While focused on the British business environment, the lessons drawn are of universal application, and examples are taken from across the globe. In addition a chapter is devoted to researching industries and companies in other countries. Although primarily concerned with commercial enterprises, many of the principles and techniques will also be of considerable practical relevance to managers in the public sector or not-for-profit organizations. Competitive Intelligence also provides a legal and ethical framework to guide the unwary and to curb the over-enthusiastic. The final chapter, Intelligence Countersteps, will open your eyes to the need to protect your own organization from some of the practices of less scrupulous researchers and investigators.

Competitive Intelligence

Transform data into action for competitive advantage "The knowledge assets of an organization are becoming increasingly important for competitive advantage, and therefore, the way in which knowledge is created, renewed, and communicated is critical. This book provides practical insights into how

this may be achieved through the establishment of a Business Intelligence Competency Centre and is a valuable read for 'information professionals.'" --Bill Sturman, Information Architecture Project Manager The Open University, United Kingdom "BI is more than technology and projects. BI must live in the organization--as a BICC. This book helps to make BI tangible and understandable, bringing it to life." --Miriam Eisenmann, Project Manager (PMP) CSC Ploenzke AG, Germany "This book is a must-read for planning and implementing your BICC. It is a pragmatic guide that addresses a lot, if not all, of the questions you'll be asking yourself. Don't miss out on getting a head start from the people who thought this through from start to finish . . . Pray your competitors don't get hold of this book!" --Claudia Imhoff, President Intelligent Solutions, Inc., USA "Creating a BICC forces the organization to focus on the importance of centralizing the gathering, interpreting, and analyzing of information to create business insight." --Anne Ulyate, Group Manager Business Intelligence Mutual & Federal, South Africa "BI is a highly visible element in the 'business value' trend for IT investments. Initiatives, such as competency centers, should empower user organizations to drive even more value out of their BI investments." --Marianne Kolding, Director, European ServicesIDC, United Kingdom

Strategic Intelligence

Business intelligence (BI) is an umbrella term for the technology that enables data preparation, data

mining, data management, and data visualization. Business intelligence tools and processes allow end users to identify actionable information from raw data, facilitating data-driven decision-making within organizations across various industries. There are a number of BI tools in the marketplace, which aid business users in analyzing performance metrics and extracting insights in real-time. These tools focus on self-service capabilities, reducing IT dependencies and enabling decision-makers to recognize performance gaps, market trends, or new revenue opportunities more quickly. BI applications are commonly used to make informed business decisions, advancing a company's position within the marketplace. User adoption of BI software continues to increase at a rapid pace, especially as customers migrate workloads to the cloud. Vendors are increasingly supportive of different cloud platform providers, leading to more SaaS-based BI solutions and subscription-based pricing models. BI has a direct impact on organization's strategic, tactical and operational business decisions. BI supports fact-based decision making using historical data rather than assumptions and gut feeling. BI tools perform data analysis and create reports, summaries, dashboards, maps, graphs, and charts to provide users with detailed intelligence about the nature of the business. Business intelligence has as positive a impact on an organization's people as it does on performance, projects, and decisions. Business Intelligence is used to turn data into actionable information for leadership, management, organization and decision making. There are a number ways to view discrepancies between business intelligence and

competitive intelligence. Competitive intelligence is defined as the process of gathering and analysing intelligence about a business's external environment, such as the market landscape for a particular industry or a business's competitors. In contrast, business intelligence is understood as internal business insights, what your company is doing. Business Intelligence and Competitive Intelligence may technically have different definitions, however they are closely related and must work together to make informed business objectives. Some consider competitive to be a subset of business intelligence because the information gathered from competitive intelligence adds value to data collected from BI and decision making. It is important to note that many business intelligence tools have competitive intelligence functionality.

Business Intelligence Strategy and Big Data Analytics

A comprehensive reference on ways to enhance strategic planning and implement effective corporate strategies introduces a broad spectrum of methods to assess the tools that analyze business, competition, and market data, and offers detailed instructions to help implement strategies quickly and effectively, covering Analysis Theory and Competitive, Enterprise, Environmental, Evolutionary, and Financial and Statistical techniques. (Intermediate)

Competitive Intelligence and Senior Management

To beat your competitors you must know exactly what they are doing. It is impossible to put together a successful competitive strategy if you are unsure what your competitors are doing, what they plan to do or even who your competitors really are. As markets evolve even more rapidly and companies adapt their plans much faster, the demand for competitive intelligence has spiralled. Christopher West, an expert in the field, shows you how to collect, analyse and use competitive intelligence from a variety of sources, including the internet, and change your competitive strategy accordingly.

Microsoft Business Intelligence For Dummies

Every business manager needs intelligence to find suppliers, mobilize capital, win customers and fend off rivals. Obtaining this is often an unplanned, instinctive process. The manager who has a conscious, systematic approach to acquiring intelligence will be better placed to recognize and seize opportunities whilst safeguarding the organization against the competitive risks that endanger its prosperity – and sometimes even its survival. Christopher Murphy's Competitive Intelligence explains: • the theory of business competition • how companies try to get ahead of their rivals • methods of research and sources of information that generate the raw material for creating intelligence • analytical techniques which transform the mass of facts and opinions thus retrieved into a platform of sound, useable knowledge to support informed business decision making. The

text includes plenty of examples and experiences from the author's own consulting experience. He draws on a wide variety of disciplines, including literary criticism (or how to read between the lines of company reports, announcements and media stories) and anthropology (understanding corporate culture), as well as the more obvious ones such as financial analysis, management theory and business forecasting techniques. This fusion of insights from many fields of expertise provides a very readable, practical and imaginative framework for anyone seeking to gather and make effective use of market and company data. While focused on the British business environment, the lessons drawn are of universal application, and examples are taken from across the globe. In addition a chapter is devoted to researching industries and companies in other countries. Although primarily concerned with commercial enterprises, many of the principles and techniques will also be of considerable practical relevance to managers in the public sector or not-for-profit organizations. Competitive Intelligence also provides a legal and ethical framework to guide the unwary and to curb the over-enthusiastic. The final chapter, Intelligence Countersteps, will open your eyes to the need to protect your own organization from some of the practices of less scrupulous researchers and investigators.

Competitive Intelligence Rescue: Getting It Right

In the fast-paced world of international business,

competitive intelligence is necessary for the daily survival of small firms and national economies alike. In Competitive Intelligence and Senior Management, veteran consultant Joseph H. A. M. Rodenberg argues that business leaders should devote more of their time and attention to seeking out and interpreting information about competitors. This instructive volume offers tools that will help senior managers to increase their firms' competitiveness, carry out successful mergers and acquisitions, and avoid surprise attacks from corporate raiders and private equity firms.

Competitive Intelligence for Information Professionals

Presents the essence of creative intelligence as well as a series of means to carry it out. It is aimed at people who have no notion of seeking information, as well as specialists who are looking for ways to improve their techniques of information surveillance of the world of creation, search for new products and identification Innovation opportunities. The first half of this book focuses on the presentation of the key concepts associated with 'creative intelligence' as well as the fundamental elements of the implementation of an information watch. The second half of the chapters presents a description of various tools to be put in place according to their preferences, decision-making contexts and information needs.

Competitive Inteligence 2.0

The Holy Grail for most organisations is the successful attainment, and retention, of inimitable competitive advantage. This book addresses the question of how to leverage the unique intangible assets of an organisation: its explicit, implicit, acquired and derived knowledge. The refreshingly innovative concept of Intelligence-Based Competitive Advantage© is one which will eclipse the cost-driven and resource-reduction attitudes most prevalent in the first decade of this century. Tomorrow's organisation will need to derive IBCA© through the expert execution of bespoke competitive intelligence practice, unique analytical processes, pioneering competitive strategy formulation, and timely execution of all three, if they are to succeed. This volume consists of insights from Competitive Intelligence practices at both country and organisational level, Competitive Analysis processes within the firm and within challenging sector and economic environments and Competitive Strategy formulation in profit, non-profit, real and virtual world contexts. It is essential reading for anybody wishing to gain a formal understanding of the practical and intellectual challenges which will face organisations in the future as they strive to achieve strategic foresight and Intelligence-Based Competitive Advantage. This book was originally published as two special issues of the Journal of Strategic Marketing.

Computational Intelligence Applications in Business Intelligence and Big Data Analytics

Bringing together market research reports, business analyst briefings, and technology references into one comprehensive volume, Business Intelligence for Telecommunications identifies those advances in both methods and technology that are being employed to inform decision-making and give companies an edge in the rapidly growing and highly co

Competitive Intelligence, Analysis and Strategy

Open Source Data Warehousing and Business Intelligence is an all-in-one reference for developing open source based data warehousing (DW) and business intelligence (BI) solutions that are business-centric, cross-customer viable, cross-functional, cross-technology based, and enterprise-wide. Considering the entire lifecycle of an open source DW &

Proven Strategies in Competitive Intelligence

Information professionals should be able to take a proactive role as a strategic partner in their organization's competitive intelligence. Their role needs to focus on the "outside-in" approach, based on their organization's strategic needs and objectives. Competitive Intelligence for Information Professionals explores the role of strategic information and intelligence in organizations, and assesses the values and needs of intelligence in organizations. The book provides guidance on how to work strategically with competitive intelligence, methods for monitoring and

analysis and a process-oriented approach. Chapters include discussions on how news monitoring and competitive intelligence interact and how this offers opportunities for cooperation between different departments. Cases from the authors' own experiences when working with competitive intelligence in international corporations are also included. Competitive intelligence (CI) is a new area for Information professionals Offers perspectives on a new trend within the library and information sector Provides a comprehensive approach to CI

Product Management in Practice

Product Competitive Intelligence merges competitive intelligence, product intelligence, and micro-demographics intelligence to achieve increased perception into the triggers that motivate consumers in today's highly segmented markets. The competitive landscape spans competitors, vendors, customers, industries, products, and markets. Competitive intelligence involves the acquisition of information associated with these entities, which is analyzed to develop effective business strategies. Product Intelligence provides deep understanding, insights and analytics on a company's products and those of its competitors. Micro-demographics intelligence provides understanding of the interests, needs, and values of the members of the core groups constituting the consumer base of a product, service, or system. The goal of merging these three analytical approaches is the derivation of superiority metrics which form the basis of the value propositions that

appeal to these consumers. Through targeted marketing these value propositions are delivered to the consumers in each segment.

Competitive Intelligence For Dummies

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Methods and Tools for Creative Competitive Intelligence

Learn to create an effective business strategy using Microsoft's BI stack Microsoft Business Intelligence tools are among the most widely used applications for gathering, providing access to, and analyzing data to enable the enterprise to make sound business decisions. The tools include SharePoint Server, the Office Suite, PerformancePoint Server, and SQL Server, among others. With so much jargon and so many technologies involved, Microsoft Business Intelligence For Dummies provides a much-needed step-by-step explanation of what's involved and how to use this powerful package to improve your business. Microsoft Business Intelligence encompasses a broad collection of tools designed to help business owners and managers direct the enterprise effectively This guide provides an overview of SharePoint, PerformancePoint, the SQL Server suite, Microsoft Office, and the BI development technologies Explains how the various technologies work together to solve functional problems Translates the buzzwords and shows you how to create your business strategy Examines related technologies

including data warehousing, data marts, Online Analytical Processing (OLAP), data mining, reporting, dashboards, and Key Performance Indicators (KPIs) Simplifies this complex package to get you up and running quickly Microsoft Business Intelligence For Dummies demystifies these essential tools for enterprise managers, business analysts, and others who need to get up to speed.

Real-time Strategy and Business Intelligence

The Complete Guide to Competitive Intelligence: Second Edition is an invaluable source for executives, managers and planners. Far-ranging in scope, comprehensive in detail, it establishes a blueprint for conducting the entire competitive intelligence process from start to finish. This 306 page book provides you with all the methodology necessary to gather and analyze intelligence, establish networks, conduct intelligence interviews and more, including the necessary worksheets conveniently provided on disks. Plus, it offers detailed instruction in designing and implementing a corporate CI process that can operate as an integral function of a corporation, company division or an individual business unit.

Competitive Intelligence

Explains how businesses gather information on their competition and the marketplace, and discusses the ethics and cost of business intelligence

The Competitive Intelligence Handbook

There are a number of books on computational intelligence (CI), but they tend to cover a broad range of CI paradigms and algorithms rather than provide an in-depth exploration in learning and adaptive mechanisms. This book sets its focus on CI based architectures, modeling, case studies and applications in big data analytics, and business intelligence. The intended audiences of this book are scientists, professionals, researchers, and academicians who deal with the new challenges and advances in the specific areas mentioned above. Designers and developers of applications in these areas can learn from other experts and colleagues through this book.

Business Intelligence For Dummies

This volume provides the tools for designing and implementing a credible,cost-effective, and reliable system for keeping track of technical trends andnew developments. The emphasis throughout is on practical methods which can formthe basis for decisions about industry strategies and research. The bookincludes numerous examples and will be useful for both new and experiencedpractitioners.

Bottom Line Competitive Intelligence

Competitive Technical Intelligence

Almost two decades after it emerged as an essential

business tool, competitive intelligence is still finding
its way. Despite its recognized importance,
companies struggle to acquire the kind of intelligence
they need and measure its effectiveness and value.
This book provides essential tools for selecting the
right kind of CI and assessing its contributions to a
company's financial performance. The authors
identify three fundamental, intertwined mistakes a
company can make, showing how to evaluate them
and repair the damage they may have done.
McGonagle and Vella dissect the current state of CI,
survey its evolution into five distinct yet overlapping
types, develop a framework for determining which
types fit special needs, and evaluate means of
communicating CI up and down the line. They discuss
the most common raw data source categories--the
bases of support for all CI analyses--and the workings
of metrics in general. CI professionals and related end
users are provided with a process they can employ
immediately, right out of the box, which will not only
help them select the right metric but will prove
invaluable as they seek to evaluate the future metrics
that are sure to come.

Global Business Intelligence

Brings together sophisticated intelligence gathering
techniques and sources for keeping informed on the
marketing activities and products of business
competition. Drawing on the author's years of
research experience on assignment for top U.S.
corporations, it reveals both traditional and creative
methods for obtaining detailed insider information,

such as marketing plans, plant capacity, distribution networks, and more, in an honest, ethical way.

Business Intelligence Competency Centers

Product management has become a critical connective role for modern organizations, from small technology startups to global corporate enterprises. And yet the day-to-day work of product management remains largely misunderstood. In theory, product management is about building products that people love. The real-world practice of product management is often about difficult conversations, practical compromises, and hard-won incremental gains. In this book, author Matt LeMay focuses on the CORE connective skills—communication, organization, research, execution—that can build a successful product management practice across industries, organizations, teams, and toolsets. For current and would-be product managers, this book explores: Real-world tactics for facilitating collaboration and communication How to talk to users and work with executives The importance of setting clear and actionable goals Using roadmaps to connect and align your team A values-first approach to implementing Agile practices Stories that convey realities of product management in the field Common behavioral traps that turn good product managers bad

Early Warning

The development of a research, teaching, or

application ofcompetitive (economic) intelligence requires a strategic andtransverse vision in regards to related issues. It isessential to integrate the role of culture when interpretingresults, either from the training of a specialist or in respect toa country or region. The authors of this book, members of an expertgroup supported by the CNRS in France, bring all of their talentstogether to create a comprehensive book that does just this andmore.

The Complete Guide to Competitive Intelligence

The Competitive Intelligence Handbook presents a unified approach to competitive intelligence work and also discusses other perspectives on the discipline. Competitive intelligence (CI) is a subset of business research; it is concerned with information that corporate managers need for making tactical and strategic decisions. In addition to a review of the CI literature, the book discusses CI methodologies such as database searching, interviewing, and analysis. It provides guidance on sources for U.S. and international business information, and on special concerns such as preparing industry studies and conducting due-diligence research. In a single volume, the Handbook provides an overview of current competitive intelligence practices and gives extensive guidance on where to learn more.

The Internet Age of Competitive Intelligence

The changes that have occurred in the field of Competitive Intelligence (CI) over the past decade and what they mean for organizations and the people who manage the CI function.

Competitive Intelligence

Tested-in-the-trenches competitive intelligence techniques used at today's top companies This book brings together the best thinking and practices in competitive intelligence (CI) currently being used at many of today's most successful companies. Featuring contributions from leading industry executives, it covers CI strategies across a wide range of business functions, including marketing and sales, market research and forecasting, product development, and teams. The only book on the subject offering a comprehensive view of CI, from the CEO down to the tactical CI team Numerous case studies vividly illustrating cutting-edge CI techniques in action

User-directed Competitive Intelligence

This book discusses and conceptualizes practices on real-time strategy, focusing on the interplay between strategy and business intelligence. Combining strategic practices and business intelligence systems, the authors demonstrate how managerial practices can be developed in the age of digitization. Also developing the concept of strategic agility, the book provides perspectives from a range of disciplines including strategic practices and decision making,

customer relationship management, human resource management, competitive intelligence, supplier network management and business intelligence systems. Presenting managerial frameworks and guidelines, Real-time Strategy and Business Intelligence explores how to improve utilization of business intelligence systems in real-time decision making. Providing practical and future-oriented insights backed by examples and best practices, the authors present a clearly conceptualized theoretical framework.

Business Intelligence for Telecommunications

Strategic intelligence (SI) has mostly been used in military settings, but its worth goes well beyond that limited role. It has become invaluable for improving any organization's strategic decision making process. The author of Strategic Intelligence: Business Intelligence, Competitive Intelligence, and Knowledge Management recognizes synergies amo

ROMANCE ACTION & ADVENTURE MYSTERY & THRILLER BIOGRAPHIES & HISTORY CHILDREN'S YOUNG ADULT FANTASY HISTORICAL FICTION HORROR LITERARY FICTION NON-FICTION SCIENCE FICTION