

Competitive Intelligence Advantage How To Minimize Risk Avoid Surprises And Grow Your Business In A Changing World

Competitive Intelligence Turning Analysis into Success David Hussey and Per Jenster *The seminal work of Michael Porter in the 1980s provided a conceptual basis to competitor analysis which has stood the test of time. The emphasis of his work, and of many books by other authors which followed it, has been on the why and what of competitor analysis. David Hussey and Per Jenster's book moves beyond this to the problems faced by organizations in applying the concepts at a practical level. It shows how real companies can use competitor intelligence and analysis in real situations. Three major strands are drawn out by this book, which shows how to:*

- * obtain competitor information in a legitimate way*
- * analyze information so that competitors can be better understood, and strategic options explored*
- * develop ways of achieving competitive advantage which may move the organization ahead of others in the industry*

This book provides a comprehensive guide for marketing and planning practitioners, managers and management consultants, to enable them to improve the competitor information and intelligence available to their organizations, and to use it to gain advantages over the competition. The book goes beyond the broad concepts, and gives practical advice on how to obtain and use the necessary information, offers various analytical techniques and approaches, and shows how to develop strategies for both attack and defence. It includes numerous cameo examples, a case history of how an organization undertook competitor analysis in an industry with little coherent published information, worked examples of many of the methods suggested, as well as a number of case studies of various industry situations. The text builds on a sound conceptual foundation, and draws heavily on the authors' practical experience.

Discover Your Competitors' Most Profitable Secrets And Secure An Unfair Advantage In Today's Cut-Throat World Of Business! What if you could (legally) find out what your competitors don't want you to know? Imagine the advantage you'd have if you always knew your competitors next move... In his book, Gavin Bird, Founder and CEO of Avian Competitive Intelligence, explains how any company can easily start there own Competitive Intelligence programme and turn insider secrets into an unstoppable competitive advantage Here is a preview of what you will learn...

- How Competitive Intelligence Can Help You Increase Your Profits Without Compromising Your Ethics Why Most Companies Today Still Make Their Decisions On Assumptions (Even When They Think They're Not)*
- The 6 Simple Steps Needed To Gather Competitor Secrets And How To Implement Them In Your Business*
- How to use Intelligence to gain a clear Advantage (And More Market Share) By Next Quarter*
- How You Can Protect Your Business's Sensitive Information From Your Most Aggressive Competitors Much, Much more Don't Let Your Competitors Take More Market Share! Instead, Learn How To Outsmart And Outperform The Competition*

By Downloading this book today!
Tags: Competitive Advantage

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 Imhof, 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

Competitive Intelligence for the Competitive Edge unlocks the secrets to competitive intelligence - the process of collecting, analyzing, and acting upon information about your competitors and the competitive environment. This book shows you how to improve the effectiveness of your marketing efforts by understanding what your competitors are really up to and then making that knowledge work to your (and your company's) advantage. Apply, Competitive Intelligence for the Competitive Edge offers professional marketers, researchers, and account managers a detailed introduction to the professional practice of competitive intelligence and provides numerous examples of competitive. Plus, author Alan Dutka gives insight into the most effective data-gathering, analysis, and storage techniques; research strategies; and the latest tools available to business professionals for competitive intelligence pursuits.

Fast, Cheap & Ethical

Millennium Intelligence

Ahead of the Game

Effective Application of New and Classic Methods

Win/Loss Analysis

The Complete Guide to Competitive Intelligence

Competitive intelligence is the analytical process that transforms disaggregated market and competitor data into accurate, relevant and actionable strategic information about competitors' capabilities, intentions, performance and position.

Meet any business or competitive analysis challenge: deliver actionable business insights and on-point recommendations that enterprise decision makers can't and won't ignore! All you need is one book: Business and Competitive Analysis, Second Edition . This generation's definitive guide to business and competitive analysis has now been thoroughly updated with additional methods, applications and examples. Craig S. Fleisher and Babette E. Bensoussan begin with a practical primer on the process and context of business and competitive analysis: how it works, how to avoid pitfalls, and how to communicate results. Next, they introduce their unique FAROUT method for choosing the right tools for each assignment. The authors then present dozens of today's most valuable analysis methods. They cover "classic" techniques, such as McKinsey 7S and industry analysis, as well as emerging techniques from multiple disciplines: economics, corporate finance, sociology, anthropology, and the intelligence and futurist communities. You'll find full chapters outlining effective analysis processes; avoiding pitfalls; communicating results; as well as drill-downs on analyzing industries, competitive positioning, business models, supply chains, strategic relationships, corporate reputation, critical success factors, driving forces, technology change, cash flow, and much more. For every method, Fleisher and Bensoussan present clear descriptions, background context, strategic rationales, strengths, weaknesses, step-by-step instructions, and references. The result is a book every analyst, strategist, and manager can rely on - in any industry, for any challenge. Course notes.

In the modern world of business management, the aim of Competitive Intelligence (CI) is to gain competitive advantage through the investigation and analysis of market and competitive information. This book offers a fundamental and practical introduction to the conceptions, techniques and practice of CI. A number of case studies on international companies highlight the different aspects of CI in practice. The book looks at methods of resolution, ideas and techniques including how to carry out research effectively, manage information overload and use analysis tools intelligently. The CI implementation process is also a key theme within the book. Strategic competitive analysis is essential in order to develop a successful business strategy, plan ahead and eventually gain measurable competitive advantage. The Competitive Intelligence approach is geared towards this. This book is a practical introduction to the concepts, techniques and uses of CI.

How To Gather Analyze And Use Information To Move Your Business To The Top

Strategy, Tools and Techniques for Competitive Advantage

Creating Organisational Agility

How to Minimize Risk, Avoid Surprises, and Grow Your Business in a Changing World

A New Tool for Competitive Advantage

Competitive Intelligence For Dummies

What do you really know about your competitors, and potential competitors? What are the real threats your business faces in the next two years? What do your competitors know about you, how did they find out about it and how can you stop them finding out more?

The book is focused not only on competitors, but also on customers, suppliers and a range of other stakeholders.

What is your competition doing right now? What tools can you use to predict what your competition will do next? How can you getand keepa competitive advantage? If you cant answer these questions, you need this book. Whether youre an innovator, entrepreneur or manager, Competitive Intelligence: Fast, Cheap & Ethical will help you make smart decisions that lead to profit and success. To make smart decisions about your business, you need intelligence. Not the kind of intelligence measured with IQ tests, but the kind that involves your ability to find, interpret and respond to the information around you. It is vital for entrepreneurs, innovators and managers to be able to understand what their competitors are doing, how they think and what they are likely to do in the future. Intelligence is everywhere, but do you know how to find and make use of it? Competitive Intelligence: Fast, Cheap & Ethical shows you how to use all your senses and mental powers to develop an in-depth picture of the competition and the broader business environment. This book gives you a wealth of easy to understand tools to help you keep tabs on your competitors and predict how they will behave in the future. You can use all of the techniques presented in this book at virtually no cost and in a legal and ethical manner. Let Rob Duncan show you how to create a vibrant CI process, one that is constantly being challenged, updated and refocused and one that is sure to lead you toward competitive success.

Acquiring new market share whilst retaining existing share is what most businesses strive for, Competitive Intelligence helps position your business to maximise profitability

How to Capture and Keep the Business You Want

From Knowledge to Intelligence

The Secret Language of Competitive Intelligence

Building Strategic Insight

Market Intelligence

Early Warning

As global business competition continues to accelerate, it is imperative that managers and executives examine all facets of an organization so that it remains successful. Often dynamics such as espionage, diplomacy, and geopolitical atmosphere have a great impact on daily operations of an organization; however, these areas are often overlooked. Corporate Espionage, Geopolitics, and Diplomacy Issues in International Business highlights strategic planning and operations tactics in the areas of human resource management and security. Featuring the impact of espionage, geopolitics, and diplomacy, this book is an insightful reference for business and government executives, scholars, graduate and undergraduate students, and practitioners .

For specialists and nonspecialists alike, this perspective selection of the newest and the up and coming tools and techniques of competitive intelligence picks up where other books leave off, offering a well balanced combination of theory and practice. It shows how advances in computers and technology have accelerated progress in CI management, and the ways in which CI has affected (and been affected by) major business functions and processes. It explores applications to organizations of various sizes and types. Analysts, strategists and organizational decision makers will find the book especially valuable, as they seek to make sense of the business environment and assess their organizations' evolving, dynamic plans in it.

Cutting through the hype, a practical guide to using artificial intelligence for business benefits and competitive advantage. In The AI Advantage, Thomas Davenport offers a guide to using artificial intelligence in business. He describes what technologies are available and how companies can use them for business benefits and competitive advantage. He cuts through the hype of the AI craze—remember when it seemed plausible that IBM's Watson could cure cancer?—to explain how businesses can put artificial intelligence to work now, in the real world. His key recommendation: don't go for the "moonshot" (curing cancer, or synthesizing all investment knowledge); look for the "low-hanging fruit" to make your company more efficient. Davenport explains that the business value AI offers is solid rather than sexy or splashy. AI will improve products and processes and make decisions better informed—important but largely invisible tasks. AI technologies won't replace human workers but augment their capabilities, with smart machines to work alongside smart people. AI can automate structured and repetitive work; provide data analysis (such as machine learning ("analytics on steroids"), and engage with customers and employees via chatbots and intelligent agents. Companies should experiment with these technologies and develop their own expertise. Davenport describes the major AI technologies and explains how they are being used, reports on the AI work done by large commercial enterprises like Amazon and Google, and outlines strategies and steps to becoming a cognitive corporation. This book provides an invaluable guide to the real-world future of business AI.

book in the Management on the Cutting Edge series, published in cooperation with MIT Sloan Management Review.

In the age of too much data and too few breakthroughs, market "noise" is the biggest challenge for executives and managers. Finding growth opportunities requires a powerful filter. This filter is competitive intelligence- market insight that cuts through the din and propels companies to leap forward ahead of all others. It has little to do with more information on competitors. It has everything to do with making every market-facing manager more competitively skilled. In his characteristic blunt and entertaining style, the international expert and CEO of the ACA

Competitive Intelligence provides tools, tips, eye-opening case studies, and a new model to break through "data-driven" hype and change how management looks at competitive intelligence.

Competitive Intelligence as a Sustainable Long Term Competitive Advantage

A Team Approach to Maximizing Competitive Advantage

Managerial and Legal Assessment of Competitive Intelligence

Competitive Intelligence Strategies for Sustained Advantage

Lessons from the Trenches

Product Competitive Intelligence

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

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

Competitive Intelligence AdvantagesHow to Minimize Risk, Avoid Surprises, and Grow Your Business in a Changing WorldJohn Wiley & Sons

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.

How to See Through and Stay Ahead of Business Disruptions, Distortions, Rumors, and Smoke Screens

Competitive Intelligence

Understanding and Conducting Competitive Intelligence in the Digital Age

Corporate Espionage, Geopolitics, and Diplomacy Issues in International Business

Business Intelligence Competency Centers

How to Get It, Use it and Profit from it

THE ART OF SMART . . . how not to get blindsided by the competition Your key competitor has a cost advantage and you can't for the life of you figure out why or how.
• A new technology or competitor is on the horizon that will completely upset the applectart in your business as Google is now doing in advertising and Wal-Mart has done in retailing.
• You think a key competitor may drastically drop prices or perhaps roll out a significant new product. What can you do to ascertain what their major moves will be?
Competitive intelligence, the ability to see through or stay ahead of your competition, is the unspoken, hidden key to success. It is the means to knowing a customer's strategic thinking, a rival's cost structure when making a bid, or a competitor's new product plans. Much as in a game of chess, you must think many moves ahead of your rivals—exactly the advantage competitive intelligence can give you. Leonard Fuld provides the tools to cut through the smoke screens and rumors that distort reality and shows:
• How to avoid becoming your own worst enemy by removing blinders that can hide a competitor's threatening moves
• How to see your competitor's vulnerability and take advantage of the easily exploitable opportunities it presents
• How to run a war game to anticipate a rival's pricing moves, new product introduction, or distribution strategy, and even to avoid being surprised by new entrants who play by different rules altogether
For more than twenty-five years, Leonard Fuld has been developing groundbreaking ways for managers to stay two steps ahead of the competition, providing effective ways of finding out about pricing, new product rollouts, strategic alliances, outsourcing, and cost of operations. In The Secret Language of Competitive Intelligence he shows how to take data that is widely avail-able to everyone, think critically about it, and convert it into highly refined intelligence that leads to effective market-based decisions. Table of Contents DISRUPTIONS, DISTORTIONS, RUMORS, AND SMOKE SCREENS. Page 1 Just Another Day in the Office Chapter 1 THE ART OF SMART: Page19 How Intelligence Insight Helps Win the Game of Risk and Reward Chapter 2 REALITY BITES: Page 45 Remove the Blinders Chapter 3 WILL GOOGLE BEAT MICROSOFT?: Page 69 Using War Games to See Three Moves Ahead Chapter 4 MAKE ME INTO A PEPPERONI: Page 119 Seeing the Trees to Understand the Forest Chapter 5 EARLY WARNING: Page 135 Getting Intelligence on Competitors That May Not Exist in a World That Has Not Arrived Chapter 6 THE INTERNET HAZE OF MIRRORS: Page 165 Seeing through the Confusion to Gather Intelligence Gems Chapter 7 COMPETITIVE FOG: Page 211 How Rothschild, Buffett, Walton, Dell, and Branson Saw Clearly and Others Did Not Chapter 8 DAY TO DAY. Page 237 Integrating Intelligence with Your Work Chapter 9 THE BIG UNANSWERED QUESTIONS: Page269 Notes 285 Acknowledgments 293 Index 297 From the Hardcover edition.

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.

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.

Diploma Thesis from the year 2010 in the subject Business economics - General, grade: 1,7, Leipzig Graduate School of Management, language: English, abstract: "Integrity without knowledge is weak and useless; and knowledge without integrity is dangerous and dreadful." Samuel Johnson (1709 – 1784) Nowadays knowledge is the economic basis of each company. One needs to know the product, the technology behind it, but also the customer, the competitor and other circumstances that influence the business. The scientific term for the necessity of information gathering and its transformation into applicable knowledge is Competitive Intelligence (CI). This thesis focuses on three questions regarding CI which are linked in a model. Firstly it gives an overview about the most important types of CI. Based on three types, namely Market Intelligence, Competitor Intelligence and Internal Intelligence, it raises the question if there are industry-specific requirements and general key aspects of the activity. The focus group consists of 15 multinational companies from 6 different industries which were analysed with respect to information gathering and types of CI activities. Secondly the thesis considers legal aspects. It asks how effective international treaties and European laws are in terms of criminal prosecution of unfair competition and protection of intellectual property rights. The considerations are limited to those facts that might be taken into account for CI actions. In addition it analyzes if the results from the first part of the thesis are legally allowed or if some activities are legally questionable. Thirdly it looks at the strategic relevance of the legally gathered information. Therefore it assesses the opportunities of CI activities for strategic implementation based on the existing strategic tool "Scenario Planning" and proves that the fit of CI and Scenario Planning has potential to create a sustainable

Competitive Advantage (CA).

Competitive Advantage through Analysis of Competition, Markets and Technologies

The Power of Competitive Intelligence

Competitive Intelligence, Competitive Advantage

The Opposite of Noise

Using Competitive Intelligence for Better Strategy and Execution

Competitive Intelligence Advantage

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)

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 If your company is struggling, losing its visibility or falling in growth projections, you need Win/Loss Analysis. Woven throughout are steps to gather competitive intelligence and customer insight. With the guidance of this book, you will remove the guesswork and gain more business through Win/Loss Analysis. e For managing all the pertinent information available and accessible on the Internet. Readers will earn a competitive advantage in today's marketplace by being able to access information databases, news services, reference services, and books and trade journals.

The AI Advantage

How to Put the Artificial Intelligence Revolution to Work

Business and Competitive Analysis

How to Acquire and Use Corporate Intelligence and Counter-intelligence

Closing the Gap Between Supply and Demand

Surprise is rarely a good thing in business. Unexpected developments range in their effects from inconvenient to disastrous. With strong opinions and wry humor, world-recognized expert Gilad reveals how to anticipate and react to early signs of trouble.

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.

A corporate consultant shows how to employ business intelligence to maximize profits.

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.

Hypeformance

The Key to Strategic Advantage, a Guide for Small Business Owners

Managing Frontiers in Competitive Intelligence

How to Legally Steal Your Competitor's Secrets and Increase Market Share Almost Overnight

The New Rules of Competitive Intelligence

The Business Intelligence System

Effective strategies for outsmarting the competition and driving better bottom-line results In this groundbreaking book, T.J. Waters has turned his experience collecting and analyzing competitive intelligence for the CIA into effective strategies for businesses wanting to stay on the leading edge of their industries. The book describes a practical process from planning (identifying competitive threats and determining the resources needed to counter them) through implementation (creating an organizational strategy) to execution (collecting key information and turning it into bottom-line results). The book is filled with illustrative examples of companies from start-ups to multi-nationals that have used similar strategies successfully. Offers a key resource for gaining competitive advantage in tough times Outlines a proven strategy for planning, implementing, and executing a strategic plan for bottom-line results Written by T.J. Waters who has combined his intelligence expertise with his years of business experience This book clearly shows that it's no longer a question of becoming the next Google, IBM, or Coca-Cola-it's all about knowing what your competitors are doing.

Competitive intelligence is key to competitive strategy; without competitor intelligence there is no strategy - only a stab in the dark (or an ice-pick through the head!) This is a book for business executives, not insiders in the CI trade. It is both a strategic treatment of the need for competitor intelligence, and, uniquely, a tactical guide to how to go about obtaining the same - whether you do it yourself or employ a specialist consultancy. It also offers advice and devices that allow your organisation to shield itself from prying eyes.

Author : Andrew Pollard is managing partner of EMP Intelligence Service, a full service competitor intelligence consultancy.

In the New Economy, intelligence will be essential for firms to gain competitive advantage—not just information or knowledge. Competitive intelligence, or the strategic gathering of knowledge about competitors, climate, trends, new products, has a long and successful history of generating competitive advantage. In this book, Rothberg and Erickson demonstrate how corporations can combine their competitive intelligence gathering with their internal knowledge management gathering into one dynamic system. Using real-world cases from the corporate world, the authors show how the strategic use of this combined system generates measurable competitive advantage. Topics covered include how to develop your strategy for sharing and gathering knowledge across the value chain, sustainable product development and innovation, manufacturing improvement, CRM and marketing, and developing a corporate-wide global knowledge strategy.

User-directed Competitive Intelligence

Perfectly Legal Competitor Intelligence

Competitive Intelligence, Analysis and Strategy

Competitor Intelligence

Competitive Advantage Through Competitive Intelligence

Competitive Intelligence for the Competitive Edge