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Competitive intelligence
Michelle Cook, Curtis W. Cook
2000
263 pages

A practical approach to cultivating intelligence in an organization in order to foster successful competition. Provides a guide to sources of information such as those from the government and online sources, showing how to use information to the best possible advantage.

The Competitive Inteligence Handbook
Richard E. Combs, John D. Moorhead
Scarecrow Press, Inc.
1992
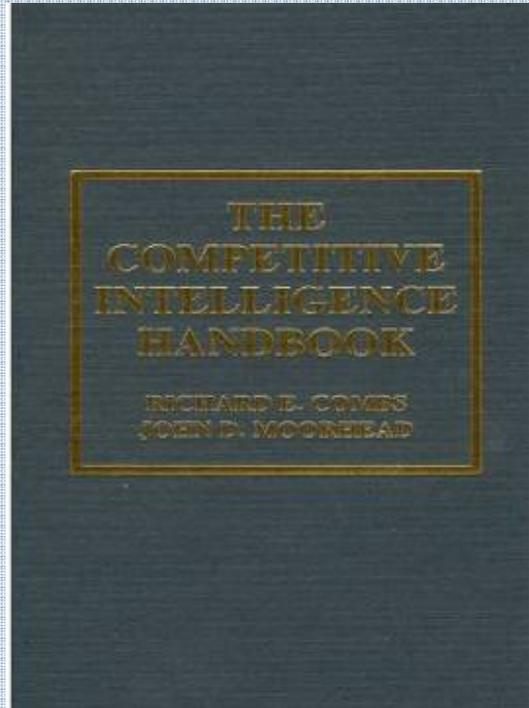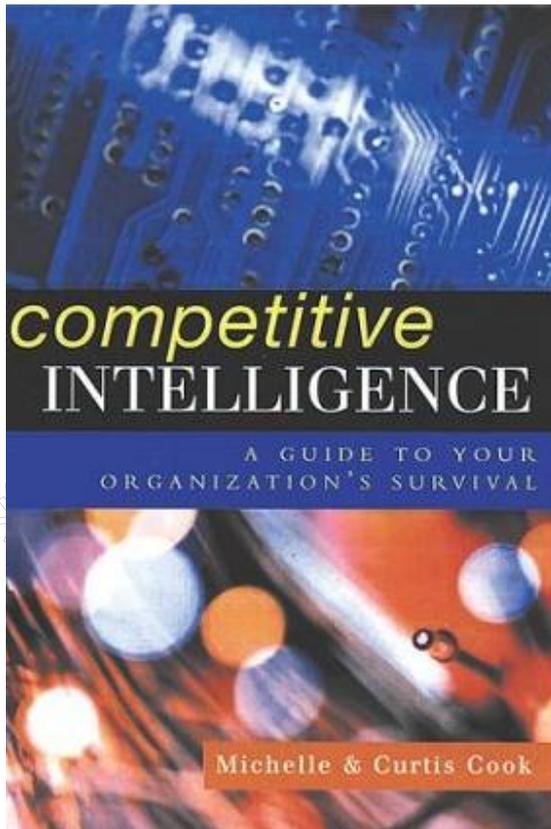
The Competitive Intelligence Handbook presents a unified approach to competitive intelligence work and also discusses other perspectives on the discipline. Competitive intelligence (CI) is a subset of business research; it is concerned with information that corporate managers need for making tactical 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.

The Internet Age of Competitive Intelligence
Johm J. McGonagle and Carolyn M. Vella
Praeger
1999
240 pages

Two of the most prolific and challenging authorities on the topic of competitive intelligence (CI) reflect on and respond to the changes in the field over the last decade. The authors point out that CI users have to change what they are doing, show why they are doing it, and provide ways of doing it. Their book reviews the problems in the development of CI since the 1980s, discusses the impact of the Internet and the rise in use of other secondary sources, and draws from and provides access to the growing body of CI information, knowledge, and literature.

**Online Competitive Intelligence: Increase Your Profits Using Cyber-Intelligence**
Helen P. Burwell
2004
Facts On Demand Press; Revised Edition edition
400 pages

Strengthen Your Business Using Cyberspace! This unique, readable guide reveals inside information on where to find and how to use the best commercial and Internet sources to achieve success in today's business environment. This work emphasizes the use of this data to assess and develop corporate strategies that will beat the competition to the marketplace, build and retain market share, and maximize profits.
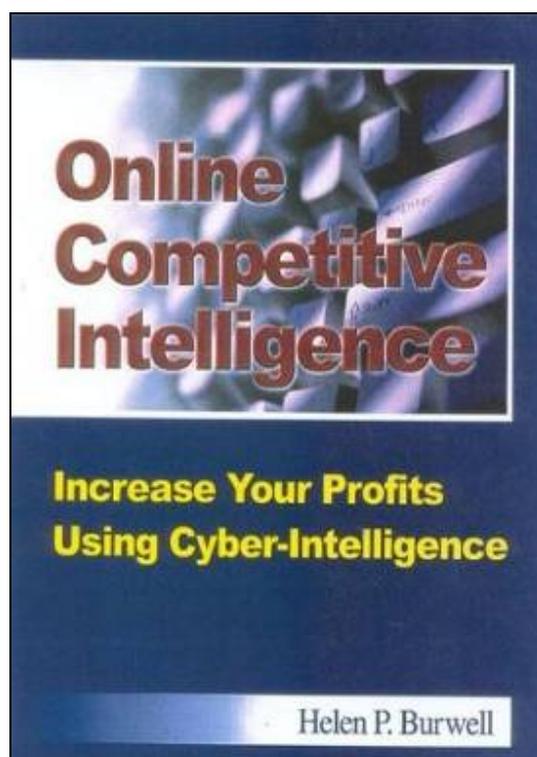
Homem no fogão e mulher na gestão
Alfredo Passos, e Sandra Maria Martini.
2010
LCTE
511 páginas

É um guia prático. Um livro inteligente, rico em exercícios e em pesquisas atuais e interessantes sobre Inteligência de Mercado (Competitiva), Marketing e Consumo no Brasil, sendo útil não só para os profissionais de Inteligência de Mercado, mas também para os profissionais de Comunicação e Marketing ou qualquer pessoa curiosa sobre o assunto.

The warroom guide to competitive intelligence
Steven M. Shaker, Mark P. Gembicki
1999
255 pages

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.
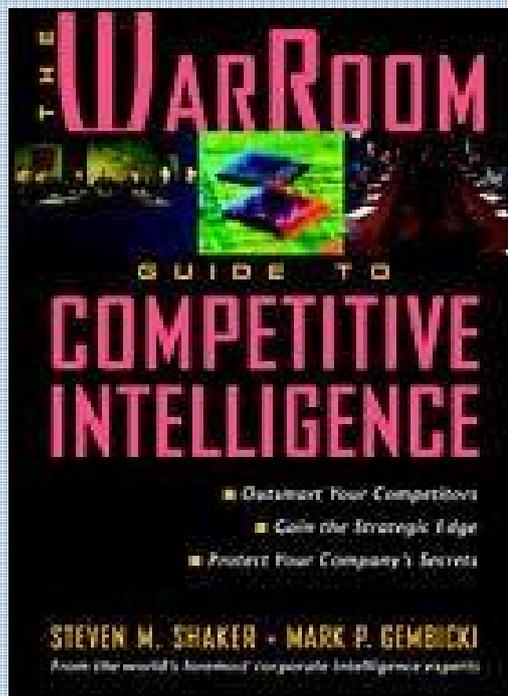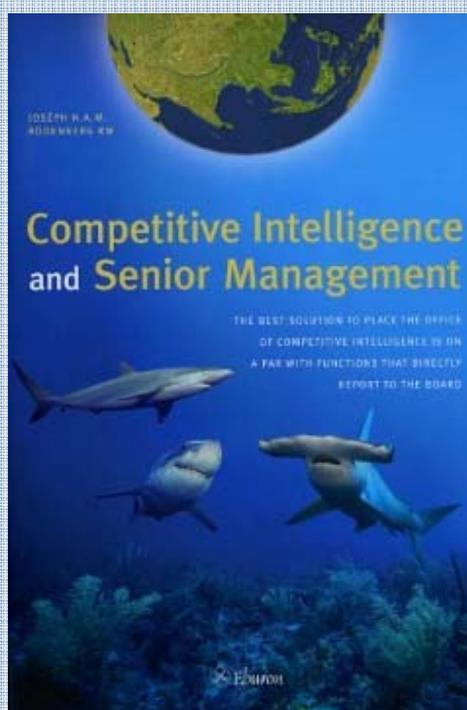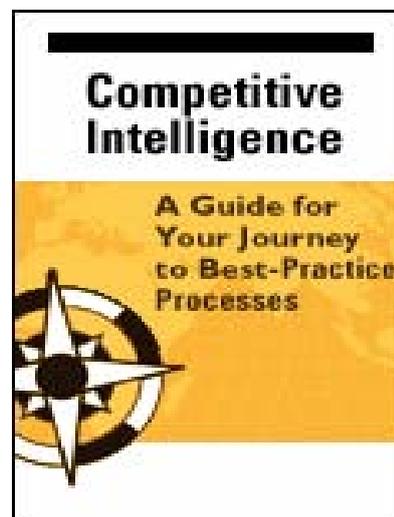
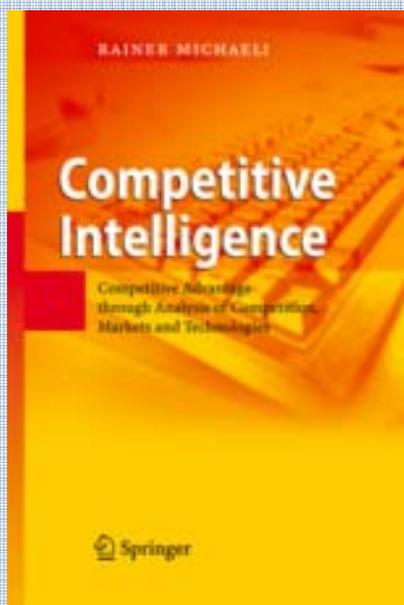**Competitive Intelligence and Senior Management**
Eburon Uitgeverij
2008
283 pages

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: a guide for your journey to best-practice processes**
- Farida Hasanali
- 2004
- 81 pages

The Passport to Success series, from the American Productivity & Quality Center, consists of easy-to-use, low-priced resource guides that help readers understand and implement programs and processes in a variety of functional areas. These books are intended to guide readers on what can be a difficult journey through somewhat foreign territory. Each book in this series provides readers with the mechanisms to gauge their current status, understand the components of a successful initiative in a specific topic area, and determine how to proceed within their own organization. The newest book in this series is full of processes, definitions, and figures to introduce readers to how to successfully create, manage, and expand a competitive intelligence function. Competitive Intelligence: A Guide for Your Journey to Best-practices Processes details what is competitive intelligence (CI) and how to develop and manage a CI program.

Competitive Advantage through Analysis of Competition, Markets and Technologies
Michaeli, Rainer
2011
400 pages

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.

User-Directed Competitive Intelligence: Closing the Gap Between Supply and Demand
Walter D Barndt
1994
208 pages

This is the first book to address the real issues and problems confronting the competitive intelligence industry today. It pinpoints the reason why competitive intelligence is on hold in corporate America and offers practical advice and solutions to position competitive intelligence systems as the systems of choice for intelligence users. The key is to stimulate demand and the author tells us why and how. A must read for intelligence providers, for managers and intelligence users, and for management program faculty and students in our colleges and universities.
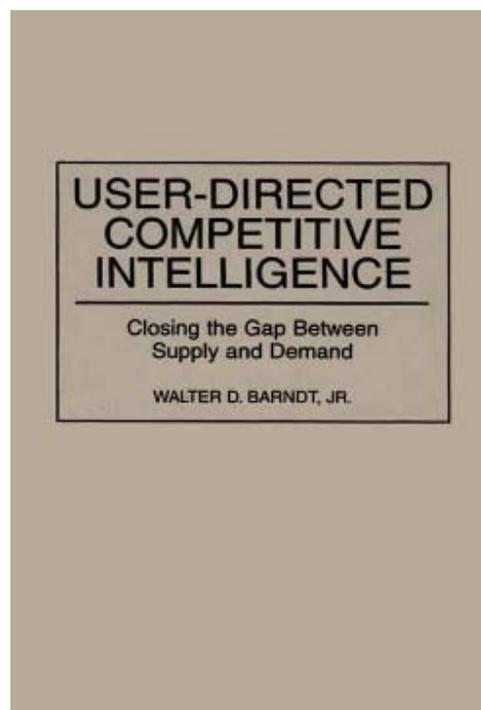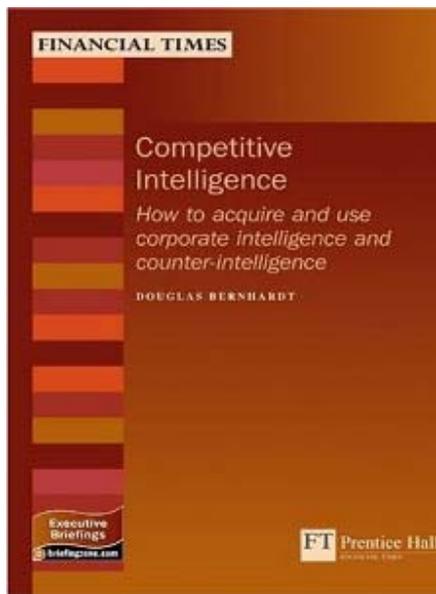
Competitive Intelligence: How To Acquire & Use Strategic Intelligence & Counter-intelligence
Douglas Burnhardt
2003
128 pages

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? In many ways the challenges and risks faced by modern managers are not that different from those which governments deal with. But, whereas political decision-makers have long relied upon their intelligence agencies to guide, or at least clarify, their thinking with evidence and analysis, most executives have little or no experience with the process or products of intelligence. Managers for the most part operate in an intelligence vacuum, relying upon their personal networks of information sources and, more dangerously, a wide array of unchallenged assumptions about their companies, their industries, and their markets.
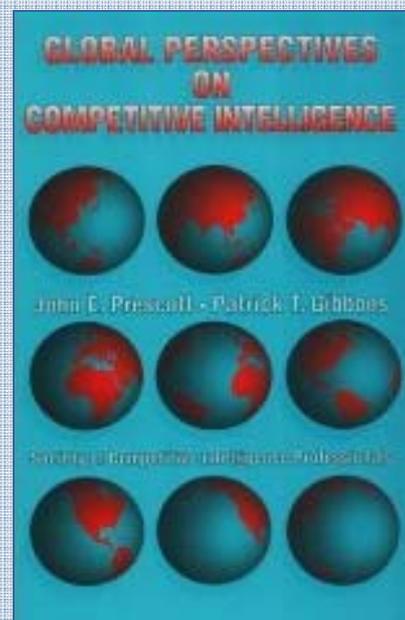
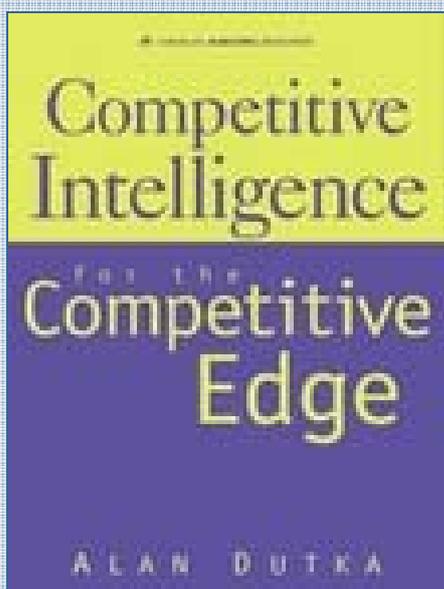**Global Perspectives on Competitive Intelligence**
John E. Prescott
1994
388 pages

Here is the first and best guide to international competitive intelligence. Experts from corporations, universities, and institutes around the world explore the issues that will shapes the future of this complex industry.

Competitive Intelligence For The Competitive Edge
Alan Dutka
2000
320 pages

Get a Leg up on Your Closest Industry Rival! With years of real-world business experience behind him, author Alan Dutka offers this compelling look at competitive intelligence--the process of collecting, analyzing, and acting upon information about your competitors and the competitive environment--and how it can improve your company's bottom line and give you a leading edge. Taking a true practitioner's approach, Competitive Intelligence for the Competitive Edge shows you how to integrate your business's operations--particularly marketing, advertising, and strategic planning--with the latest competitive intelligence techniques in order to achieve positive results in all areas.

Competitive Intelligence
Chris West
2001
256 pages

In competitive markets the quality of the competitive strategy is now as important as the customer strategy in determining customer performance. All strategies require information and competitive strategies are no exception. As a result there is an existing and growing requirement for competitive intelligence. This book shows how to collect and analyze competitive intelligence, including the use of electronic resources, as part of a competitive strategy.