

Competitive Intelligence For Dummies

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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.

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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.

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Competitive Intelligence For Dummies [Book]

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.

Competitive Intelligence for Dummies by Jim Underwood

Creating CI value out of things that keep CEOs awake at night
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Competitive Intelligence for Dummies is an excellent introduction to CI. For small money this book has great ideas and great starting points to do more investigation on your competitors. Even one actionable item is worth the price of this book. As always the Dummy books are entertaining and quick reads.

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By James D. Underwood In the world of competitive intelligence, analysis transforms raw information into knowledge and insight, shedding light on future action your organization must take in order to capitalize on opportunities and avoid potential threats and costly mistakes. No single method is best for conducting analysis.

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