1. Record Nr. UNINA9910149171503321 Autore Tallon Carol Titolo Competitive intelligence: the key to strategic advantage: a guide for small business owners / / Carol Tallon Pubbl/distr/stampa Cork, Ireland:,: NuBooks,, 2011 ©2011 **ISBN** 1-84621-093-3 Descrizione fisica 1 online resource (42 p.) Disciplina 658.472 Soggetti Business intelligence Competition Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Description based upon print version of record. Note generali 1: INTRODUCTION; 2: COMPETITIVE INTELLIGENCE; 3: COMPETITORS; 4: Nota di contenuto INFORMATION; 5: COMPETITIVE ADVANTAGE; 6: LEARN WHAT WORKS; 7: MANAGING COMPETITIVE INTELLIGENCE; 8: PROTECTING YOUR OWN INFORMATION; ABOUT THE AUTHOR; ABOUT OAK TREE PRESS Competitive Intelligence is the process of researching, analysing and, Sommario/riassunto most importantly, using intelligent data from any available information sources with the aim of out-performing competitors through a sustainable competitive advantage. The NuBook is a practical guide for

small business owner/managers.