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Sommario/riassunto	Government intelligence agencies throughout the world are finding once again that human abilities and sources rather than technology are more reliable and instrumental in intelligence gathering efforts. Companies have known this for quite some time and have tried to leverage their best source of competitive intelligence: the sale force! Because of their daily presence in the field and favored relationships with their customers, salespeople are the eyes and ears of their companies. In the new economic war, managers cannot take the chance of not being fully aware of the way they could be threatened by the competition. Yet, organizations face great difficulties to stimulate salespeople's collection and dissemination of competitive intelligence, and to manage market-based intelligence efficiently. This book aims to assist sales and marketing managers face such challenges while providing them with answers to the following key questions: How can a firm transform information into intelligence? What kind of information

should be collected in the field? How can a firm manage and distill market-based intelligence across its functions and maintain a market orientation strategy? What is the best method to enhance and sustain the sales force's commitment to the firm's competitive intelligence system? Which methods might improve salespeople's competitive intelligence acquisition techniques and exploitation capabilities? How should firms approach ethical questions surrounding competitive intelligence activities? By leveraging the latest research, practitioners' interviews, companies' best practices, along with practical tools and guidelines, this book helps organizations achieve their market-orientation strategy and maintain a sustainable competitive edge.
