Record Nr. UNINA9910458419303321 Autore Murphy Christopher <1953-> **Titolo** Competitive intelligence [[electronic resource]]: gathering, analysing, and putting it to work / / Christopher Murphy Aldershot, Hants, England; ; Burlington, VT, : Gower, c2005 Pubbl/distr/stampa **ISBN** 1-317-16288-9 1-317-16287-0 1-281-09811-6 9786611098117 0-7546-8287-0 Descrizione fisica 1 online resource (302 p.) Disciplina 658.4/72 Soggetti Business intelligence Competition Electronic books. Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Description based upon print version of record. Nota di bibliografia Includes bibliographical references and index. Nota di contenuto Contents; List of Figures; List of Tables; Foreword; Acknowledgements; Introduction: PART I: STEPS TOWARDS MORE EFFECTIVE COMPETITIVE INTELLIGENCE: Understanding the competitive landscape and the contributing to better decision-making; PART II: COLLECTING DATA; PART III: TURNING RAW DATA INTO FINISHED INTELLIGENCE: Analysis and presentation; PART IV: APPENDICES; Index Sommario/riassunto Every business manager needs intelligence to find suppliers, mobilize capital, win customers and fend off rivals. Drawn from the author's own experiences and from a wide variety of disciplines, Competitive Intelligence provides a readable, practical and i