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Autore	Jenster Per V
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Nota di contenuto	<p> ""Market Intelligence""; ""Table of Contents""; ""Foreword""; ""Preface""; ""CHAPTER 1 Converging Foundations of Intelligence Analysis""; ""It Depends how you Look at It""; ""Focus of the Analysis""; ""Decisional a €œAltitudea€?""; ""Decisional Scope""; ""Customer/Market Scope""; ""Product and Technological Scope""; ""Network Definition""; ""Temporal Dimension""; ""Competitive Battlefield""; ""Academic Perspectives""; ""Conclusion""; ""CHAPTER 2 Strategies for a Competitive Advantage""; ""Seeking a Competitive Advantage""; ""The Organizationa€?s Strategic Options"" </p> <p> ""It is not all about Aggression""""Deterrence""; ""Attack Strategies""; ""Defensive Strategies""; ""REFERENCES""; ""CHAPTER 3 Industry Analysis: Key to Understanding the Competitive Situation""; ""The Importance of Industry Analysis""; ""The Concepts of Industry Analysis""; ""Factors which Influence the Competitive Position""; ""Competitors in the Industry""; ""Buyers (the converse of these factors apply to suppliers)""; ""Entry Barriers""; ""Exit Barriers""; ""Substitutes""; ""Influencers""; ""The Industry and the Macro or External Business Environment""; ""The Life Cycle and the Industry"" </p> <p> ""What is the a€œIndustrya€??""""Industry Analysis in Practice""; ""Making Sense of a Mass of Information""; ""The Outline Diagrams""; </p>

""Mapping Strategic Groups""; ""Taking a Dynamic View"";
""REFERENCES""; ""CHAPTER 4 Company Analysis: Assessing
Competitive Fitness""; ""Introduction""; ""The Company Analysis""; ""How
to Perform a Company Analysis""; ""Why Perform the Company
Analysis""; ""Preparing a Strategic Plan""; ""Review of the Strategic
Situation""; ""Mergers and Acquisitions (M&As)""; ""Divestments"";
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""The Need for a Method""""What do we want from Competitor
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""Portfolio Analysis""; ""Sources of Customer Value: The Value Chain"";
""Benchmarking""; ""Competitor Newsletters""; ""Using Critical Success
Factors in Planning""; ""Information Focused on Factors Influencing
Strategic Success""; ""An Overview of the Design Process""; ""Designing
a Strategic Information System""; ""Step 1: Structure the Design
Process""; ""Step 2: Determine the Elements Influencing Success"";
""Step 3: Develop or Review the Strategic Plan""
""Step 4: Identify CSFs""""Step 5: Determine who is Responsible""; ""Step
6: Select Strategic Performance Indicators""; ""Step 7: Development of
Reporting Procedures""; ""Step 8: Implement System and Initiate System
Use""; ""Step 9: Establish Evaluation Procedures""; ""Conclusion"";
""REFERENCES""; ""CHAPTER 6 Building an Effective Business Intelligence
System: Technology and Organizational Structure""; ""Strong Growth in
BI Software Market""; ""Integrated Business Intelligence Systems""; ""Real
Time Business Intelligence Systems""; ""Organizational Models of
Intelligence""
""1. The Special Department Model of Intelligence""
