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| 1. Record Nr.           | UNINA9910132215403321   |
| Autore                  | Hedin Hans  |
| Titolo                  | The handbook of market intelligence : understand, compete and grow in global markets // Hans Hedin, Irmeli Hirvensalo, Markko Vaarnas   |
| Pubbl/distr/stampa      | West Sussex, England : , : John Wiley & Sons, , 2014<br>©2014   |
| ISBN                    | 1-119-20808-4<br>1-118-92360-X<br>1-118-92361-8   |
| Edizione                | [Second edition.]   |
| Descrizione fisica      | 1 online resource (289 p.)  |
| Disciplina              | 658.8/3   |
| Soggetti                | Business intelligence<br>Marketing research   |
| 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       | Preface to the second edition -- About the authors -- About global intelligence alliance -- Market intelligence in global organizations -- Market intelligence : drivers and benefits -- Market intelligence in global organizations : survey findings in 2013 -- Roadmap to world class market intelligence -- Key success factors of world class market intelligence -- Intelligence scope : determining the purpose, target groups and focus areas of an intelligence program -- Intelligence process : turning random data into meaningful insight -- Intelligence deliverables : building a high-impact market intelligence product portfolio -- Intelligence tools : collecting, storing and disseminating intelligence -- Intelligence organization : the people and resources that generate the impact -- Intelligence culture : engaging the organization in market intelligence -- Market intelligence for key user groups -- Market intelligence for current awareness across the organization -- Market intelligence for strategic planning -- Market intelligence for marketing, sales and account management -- Market intelligence for innovation and product life cycle management -- Market intelligence for supply chain management -- Developing world class market intelligence programs -- Implementing market intelligence programs |

-- How to develop an existing market intelligence program for greater impact -- Measuring the impact of mi -- Trends in market intelligence -- Index.

**Sommario/riassunto**

"This book provides a very useful and practical framework to guide the development of a Market Intelligence function that serves as a tool for competitive advantage. The use of multiple and diverse business cases helps readers to understand the implementation of key concepts and provides a set of practical lessons to facilitate this important journey for any organization."-Carlos Jose Fonseca, SVP/Group Head Global Marketing Strategy, Planning and Analytics, MasterCard "Forward looking market understanding is what any CEO needs for securing successful business today and i

2. **Record Nr.**

UNINA9910716274503321

**Titolo**

To add certain public lands to the Washakie National Forest, Wyo. May 26, 1926. -- Committed to the Committee of the Whole House on the State of the Union and ordered to be printed

**Pubbl/distr/stampa**

[Washington, D.C.] : , : [U.S. Government Printing Office], , 1926

**Descrizione fisica**

1 online resource (2 pages)

**Collana**

House report / 69th Congress, 1st session. House ; ; no. 1312  
[United States congressional serial set ] ; ; [serial no. 8534]

**Altri autori (Persone)**

WinterCharles E <1870-1948> (Charles Edwin), (Republican (WY))

**Soggetti**

Concessions  
Forest reserves  
Grazing  
Legislative amendments  
Lumber trade  
Timber  
Legislative materials.

**Lingua di pubblicazione**

Inglese

**Formato**

Materiale a stampa

**Livello bibliografico**

Monografia

**Note generali**

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FDLP item number not assigned.

