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Titolo	Managing frontiers in competitive intelligence [[electronic resource] /] / edited by Craig S. Fleisher, David L. Blenkhorn
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Altri autori (Persone)	FleisherCraig S BlenkhornDavid L
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Soggetti	Business intelligence - Management Competition
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	A collection of 24 papers by the editors and other researchers.
Nota di bibliografia	Includes bibliographical references (p. [297]-304) and index.
Nota di contenuto	Contents; Preface; Acknowledgments; An Introduction to the Management and Practice of Competitive Intelligence (CI); Competitive Intelligence and Strategic Decision- Making at the Chief Executive Officer (CEO) Level; Reducing Vulnerability Through Counterintelligence; The Use of Counterintelligence, Security, and Countermeasures; Overview of Best Practices in Competitive Intelligence; Using the Internet for Gathering Competitive Intelligence; Analysis in Competitive Intelligence: Process, Progress, and Pitfalls; A Toolbox for Communicating Competitive Intelligence via the Internet Using a Marketing Framework to Communicate Competitive Intelligence ResultsEffective Approaches to Assessing Competitive Intelligence Performance; Competitive Intelligence and the Management Accountant; Using Competitive Technical Intelligence Techniques to Complement Research- and-Development Processes; Applying Competitive Intelligence to Mergers and Acquisitions; New Product Development and Competitive Intelligence; The Need for Business Intelligence Tools to Provide Business Intelligence Solutions; Identifying Competitive Intelligence Priorities in Biotechnology

Making Competitive Intelligence Work for the Small BusinessRe-  
Designing the Competitive Intelligence Capability within a Financial  
Institution; Competitive Intelligence in Service Industries; Information  
Technology: Enabling Competitive Intelligence Adoption in Small- to-  
Medium Enterprises; Corporate Community Culture and  
Counterintelligence; Understanding the Ethical Aspects of Competitive  
Intelligence; Competitive Intelligence and Organizational Change; The  
Future of Competitive Intelligence; Index; About the Editors and  
Contributors

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