

1. Record Nr.	UNINA9910788047003321
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Titolo	Competitive intelligence for information professionals // Charlotte Hakansson, Margareta Nelke
Pubbl/distr/stampa	Waltham, Massachusetts : , : Chandos Publishing, , 2015 ©2015
ISBN	0-08-100243-2
Edizione	[1st edition]
Descrizione fisica	1 online resource (142 p.)
Collana	Chandos Information Professional Series
Disciplina	658.472
Soggetti	Information resources management Information technology - Management
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	Cover; Title Page; Copyright Page; Contents; List of figures and tables; Figures; Tables; About the authors; Foreword; Acknowledgments; List of abbreviations; Introduction; 1 - The value of competitive intelligence; Definition of competitive intelligence; Why is the importance of competitive intelligence increasing?; Globalisation; Individualisation; Competition; Complexity; The demand for knowledge; IT development; Threats and crises; A common view; What range should competitive intelligence include?; Who should interact?; When is the right time?; How - three different approaches Porter's five forcesCase: Adding value; Critical success factors for competitive intelligence; A question of survival; Note; 2 - The right leadership adds value to competitive intelligence; Where do we start?; What does leadership mean?; Summary of manager's responsibility; Summary of team members' responsibility; Different kinds of leadership; Challenges of business and organisational management; Top tips for business development; Information professionals take the lead; Future leadership development; Future changes and preparations; Notes; 3 - Competitive intelligence from start to end Systematic competitive intelligenceTypes of competitive intelligence operations; Work smarter with PCMAC; Note; 4 - Plan and prioritise; Why, who, what; The purpose; Plan the work; Allocating resources - a matter of ambition level; The necessary timetable; The business

environment map; Case: Bottom-up approach for drawing the business environment map; Case: Top-down approach for drawing the business environment map; Blind spots; Critical success factors; Notes; 5 - and manage; Capture; The sources; Primary sources - tacit information; Case: Networks; Secondary sources - explicit information  
Evaluation of sources  
Information research; Search strategies; Patents; Manage; Information overload; Filter and structure information; Presentation of the result; References for validation; Note; 6 - Analyse and communicate; Analyse; Analysis methods; Overview of analysis methods; Early warning systems; Working with analyses; Communicate; Deliverables; Case: Technology intelligence briefs; Notes; 7 - The organisational side of competitive intelligence; Organisational conditions; Three poisonous Ps; Organising competitive intelligence; Note  
8 - Knowledge management - a vital component of competitive intelligence  
Knowledge management adding value to competitive intelligence; Synergies between knowledge management and competitive intelligence; The different aspects of knowledge sharing; Case: Knowledge sharing; Tacit and explicit knowledge; Knowledge sharing - the aspects of space and time; Knowledge management and IT systems; Case: Information audit in the pharma industry; Do not forget information retrieval!; Explicit knowledge and documentation; Social media; Note; 9 - The human side of competitive intelligence  
Qualified competitive intelligence requires qualified people

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## Sommario/riassunto

Information professionals should be able to take a proactive role as a strategic partner in their organization's competitive intelligence. Their role needs to focus on the "outside-in" approach, based on their organization's strategic needs and objectives. Competitive Intelligence for Information Professionals explores the role of strategic information and intelligence in organizations, and assesses the values and needs of intelligence in organizations. The book provides guidance on how to work strategically with competitive intelligence, methods for monitoring and analysis and a process-or

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