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Descrizione fisica	1 online resource (319 p.)
Altri autori (Persone)	FleisherCraig S BlenkhornDavid L
Disciplina	658.4/7
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
