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Sommario/riassunto	Surprise is rarely a good thing in business. Unexpected developments range in their effects from inconvenient to disastrous. To avoid being blindsided, companies must develop a Competitive Early Warning system, or CEW, which combines strategic planning, competitive intelligence, and management action. Such systems let organizations manage risk more effectively and prevent ""industry dissonance"" -- when market realities outpace corporate strategies. Early Warning reveals how to:* Change strategy to meet new realities* Learn from the mistakes of others via the book's eye-opening stories