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Neoclassicism, artificial intelligence, and the marginalization of ethics
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Sommario/riassunto

Competitive intelligence (CI) has long been recognised as a strategic management tool and is one of the fastest growing fields in the business world. CI is rapidly becoming a major technique for achieving competitive advantage (Davis, 2004). Literature shows that some countries, including France, Japan, Sweden and the USA are most advanced in terms of the level to which companies adopt and use CI.
