

Competitive Intelligence For Dummies

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Competitive Intelligence For Dummies

5 Key Concepts of Competitive Intelligence. CI isn't spying. Professionals don't participate in or condone the use of illegal or unethical means of gathering competitor intelligence ... Competitive intelligence isn't just competitor intelligence. Although part of CI's job is to keep an eye on the ...

Competitive Intelligence For Dummies Cheat Sheet - dummies

Competitive Intelligence for Dummies introduces you to this fascinating subject and gives you the tools you need to incorporate it into your business decision-making process. Conducted within an organization, competitive intelligence serves as a catalyst in planning and strategic growth.

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Competitive intelligence is the art of defining, gathering, analyzing, and distributing intelligence about products, customers, competitors, individuals, concepts, information, ideas, or data needed to support executives and managers in making strategic decisions for an organization. Competitive Intelligence For Dummies introduces you to this fascinating subject and gives you the tools you need to incorporate it into your business decision-making process.

Competitive Intelligence For Dummies by Jim Underwood ...

Competitive Intelligence For Dummies helps readers gather valuable information on the competition, the operational environment, and the target customer. It also explains how to carefully analyze and use this information in decision making processes to gain market share and stay on the cutting edge of an industry.

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Competitive Intelligence For Dummies [Book]

Creating CI value out of things that keep CEOs awake at night Communicating actionable intelligence... Get Competitive Intelligence For Dummies now with O'Reilly online learning. O'Reilly members experience live online training, plus books, videos, and digital content from 200+ publishers.

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Competitive Intelligence for Dummies helps listeners gather valuable information on the competition, the operational environment, and the target customer. It also explains how to carefully analyze and use this information in decision making processes to gain market share and stay on the cutting edge of an industry.

Competitive Intelligence for Dummies (Audiobook) by Jim ...

To approach competitive intelligence with a practical mindset, think about it in terms of what you want to accomplish: your purpose. You may want to identify unmet customer needs, predict what a competitor is going to do, or decide whether to invest in a new technology. Don't spark turf wars with other departments.

How to Conduct Purposeful Competitive Intelligence ...

The biggest obstacle to implementing competitive intelligence in an organization is the internal resistance to it. In certain cases, an organization's leadership simply fails to appreciate the value of CI; they see it as a cost center rather than as a profit center.

How to Garner Executive Buy-in for Competitive Intelligence

To add another important dimension to your competitive intelligence analysis work, consider observe, orient, decide, act (OODA) loops. In the mid-1950s, Colonel John Boyd created OODA loops for the purpose of revolutionizing air combat strategy.

How to Gain Insight from Competitive Intelligence and OODA ...

Competitive Intelligence for Dummies is an excellent introduction to CI. For small money this book has great ideas and great starting points to do more investigation on your competitors. Even one actionable item is worth the price of this book. As always the Dummy books are entertaining and quick reads.

Amazon.com: Customer reviews: Competitive Intelligence For ...

After you lay the groundwork for your interviews, you're ready to get started collecting data for competitive intelligence. How you conduct your interviews is up to you. You may simply send each expert a questionnaire, or you may choose to do live interviews with each expert over the phone or by using some sort of videoconferencing technology.

How to Conduct Expert Interviews for Competitive ... - dummies

Competitive Intelligence For Dummies introduces you to this fascinating subject and gives you the tools you need to incorporate it into your business decision-making process. Conducted within an organization, competitive intelligence serves as a catalyst in planning and strategic growth.

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IT Governance 101: IT Governance for Dummies, Part 2

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