

Strategic Intelligence Business Intelligence Competitive Intelligence And Knowledge Management

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Hyperformance - T. J. Waters 2010-01-29
Effective strategies for outsmarting the competition and driving better bottom-line results In this groundbreaking book, T.J. Waters has turned his experience collecting and analyzing competitive intelligence for the CIA into effective strategies for businesses wanting to stay on the leading edge of their industries. The book describes a practical process from planning (identifying competitive threats and determining the resources needed to counter them) through implementation (creating an organizational strategy) to execution (collecting key information and turning it into bottom-line results). The book is filled with illustrative examples of companies from start-ups to multi-nationals that have used similar strategies successfully. Offers a key resource for gaining competitive advantage in tough times Outlines a proven strategy for planning, implementing, and executing a strategic plan for bottom-line results Written by T.J. Waters who has combined his intelligence expertise with his years of business experience This book clearly shows that it's no longer a question of becoming the next Google, IBM, or Coca-Cola-it's all about knowing what your competitors are doing.

Strategic Intelligence - Jay Liebowitz
2006-03-27

Strategic intelligence (SI) has mostly been used

in military settings, but its worth goes well beyond that limited role. It has become invaluable for improving any organization's strategic decision making process. The author of Strategic Intelligence: Business Intelligence, Competitive Intelligence, and Knowledge Management recognizes synergies amo *Weak Signals for Strategic Intelligence* - Humbert Lesca 2013-01-09

The expression "We did not see it coming!" has often been heard in recent years from decision makers at the highest levels of the private and public sectors. Yet there were actually early warning signals, but they were often ignored due to a lack of appropriate methodology. Focusing on the concept of a weak signal, this book provides methods for anticipating problems and dealing with blind spots. Along with examples of this concept, the authors provide answers to questions of feasibility, including how to recognize a weak signal, and how to exploit it. Numerous applications are also presented throughout.

[Effective Business Intelligence Systems](#) - Robert J. Thierauf 2001

Unlike Torts and Contracts, in which the facts are relatively consistent, cases that arise under the Constitution spring from a vast array of activities and appear to have little or no common thread.

Competitive Intelligence - Larry Kahaner
1997

Explains how businesses gather information on their competition and the marketplace, and discusses the ethics and cost of business intelligence

The ABC's - APPLEBAUM 2019-03

A practical roadmap for how to integrate the developing disciplines of AI, BI, and CI and their potential synergies.

Business Analysis for Business Intelligence - Bert Brijs 2016-04-19

Aligning business intelligence (BI) infrastructure with strategy processes not only improves your organization's ability to respond to change, but also adds significant value to your BI infrastructure and development investments.

Until now, there has been a need for a comprehensive book on business analysis for BI that starts with a macro view and

Starting a Competitive Intelligence Function - Competitive Intelligence Foundation 2008

The Handbook of Market Intelligence - Hans Hedin 2014-06-30

An important update to this roadmap for the development of a corporate intelligence program Market intelligence is the distinct discipline by which organisations systematically gather and process information about their external operating environment in order to facilitate accurate and confident decision making that is based on insight. For companies to thrive in the global post-recession marketplace, their management needs future-oriented business information. The Handbook of Market

Intelligence provides a one stop shop, step-by-step roadmap for establishing, conducting and further developing corporate intelligence programs within an organisation and then shows how organisations can turn market data into actionable insights. • Full of best practice advice from hundreds of real-life international case studies • Outlines the anticipated future trends in Strategic Market Intelligence based on unique global survey data • Provides guidance on extracting relevant, useful and accurate market information that can be used for successful business development

Business Analytics for Managers - Gert Laursen 2010-07-13

"While business analytics sounds like a complex subject, this book provides a clear and non-intimidating overview of the topic. Following its advice will ensure that your organization knows the analytics it needs to succeed, and uses them in the service of key strategies and business processes. You too can go beyond reporting!"—Thomas H. Davenport, President's Distinguished Professor of IT and Management, Babson College; coauthor, *Analytics at Work: Smarter Decisions, Better Results Deliver the right decision support to the right people at the right time* Filled with examples and forward-thinking guidance from renowned BA leaders Gert Laursen and Jesper Thorlund, *Business Analytics for Managers* offers powerful techniques for making increasingly advanced use of information in order to survive any market conditions. Take a look inside and find: Proven guidance on developing an information strategy Tips for supporting your company's ability to innovate in the future by using analytics Practical insights for planning and implementing BA How to use information as a strategic asset Why BA is the next stepping-stone for companies in the information age today Discussion on BA's ever-increasing role Improve your business's decision making. Align your business processes with your business's objectives. Drive your company into a prosperous future. Taking BA from buzzword to enormous value-maker, *Business Analytics for Managers* helps you do it all with workable solutions that will add tremendous value to your business.

Business and Competitive Analysis - Craig S. Fleisher 2015-01-12

Meet any business or competitive analysis challenge: deliver actionable business insights and on-point recommendations that enterprise decision makers can't and won't ignore! All you need is one book: *Business and Competitive Analysis, Second Edition*. This generation's definitive guide to business and competitive analysis has now been thoroughly updated with additional methods, applications and examples. Craig S. Fleisher and Babette E. Bensoussan begin with a practical primer on the process and context of business and competitive analysis: how it works, how to avoid pitfalls, and how to communicate results. Next, they introduce their unique FAROUT method for choosing the right

tools for each assignment. The authors then present dozens of today's most valuable analysis methods. They cover "classic" techniques, such as McKinsey 7S and industry analysis, as well as emerging techniques from multiple disciplines: economics, corporate finance, sociology, anthropology, and the intelligence and futurist communities. You'll find full chapters outlining effective analysis processes; avoiding pitfalls; communicating results; as well as drill-downs on analyzing industries, competitive positioning, business models, supply chains, strategic relationships, corporate reputation, critical success factors, driving forces, technology change, cash flow, and much more. For every method, Fleisher and Bensoussan present clear descriptions, background context, strategic rationales, strengths, weaknesses, step-by-step instructions, and references. The result is a book every analyst, strategist, and manager can rely on - in any industry, for any challenge.

Competitive Intelligence Advantage - Seena Sharp 2009-10-19

A practical introduction to the necessity of competitive intelligence for smarter business decisions-from a leading CI expert and speaker In *Competitive Intelligence Advantage*, Seena Sharp, founder of one of the first Competitive Intelligence firms in the US, provides her expert analysis on the issues and benefits of CI for today's businesses. CI is critical for making smarter business decisions and reducing risks when formulating strategies, leading to more profits and fewer mistakes. This is a practical guide that explains what CI is, why data is not intelligence, why competitor intelligence is a weak sibling to competitive intelligence, when to use it, how to find the most useful information and turn it into actual intelligence, and how to present findings in the most convincing manner. Importantly, Sharp argues that businesses would benefit from shifting their perspective on CI from viewing it as a cost to viewing it as an investment that saves money and provides immediate value. Author Seena Sharp is a noted CI expert who established Sharp Market Intelligence in 1979. Addresses all the most common myths and misconceptions about CI. Includes more than sixty examples of when to use CI. Completely explains the ins and outs of CI, and why your company will act faster and

more aggressively with CI. Competitive intelligence is a management tool that is misunderstood and underestimated, yet results in numerous benefits. If you are a senior level executive or operate a business-and you aren't tapping the power of CI to improve your decision making-you are missing a potent advantage.

Competitive Intelligence - Rainer Michaeli 2012-05-28

In the modern world of business management, the aim of Competitive Intelligence (CI) is to gain competitive advantage through the investigation and analysis of market and competitive information. This book offers a fundamental and practical introduction to the conceptions, techniques and practice of CI. A number of case studies on international companies highlight the different aspects of CI in practice. The book looks at methods of resolution, ideas and techniques including how to carry out research effectively, manage information overload and use analysis tools intelligently. The CI implementation process is also a key theme within the book. Strategic competitive analysis is essential in order to develop a successful business strategy, plan ahead and eventually gain measurable competitive advantage. The Competitive Intelligence approach is geared towards this. This book is a practical introduction to the concepts, techniques and uses of CI.

Competitive Intelligence for Information Professionals - Margareta Nelke 2015-01-27

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-oriented approach. Chapters include discussions on how news monitoring and competitive intelligence interact and how this offers opportunities for cooperation between different departments. Cases from the authors' own experiences when

working with competitive intelligence in international corporations are also included. Competitive intelligence (CI) is a new area for Information professionals Offers perspectives on a new trend within the library and information sector Provides a comprehensive approach to CI *Business Intelligence* - Corine Cohen 2013-03-04 Following a long process of qualitative, quantitative, and empirical research next to Strategic Intelligence (SI) experts and large companies, this book proposes a way to improve SI and its impact on the performance of an organization. From an exploration, description and evaluation model of SI, a measurement tool in two parts has been built. For all kind of firms and all advancement levels of SI, it explains the construction of a control panel which can be used to pilot SI and its impact on the performance of an organization.

Competitive Intelligence For Dummies - James D. Underwood 2013-07-09

Make competitive intelligence part of your business practice—and be on the cutting edge 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. Conducted within an organization, competitive intelligence serves as a catalyst in planning and strategic growth. It is part of the value chain that converts gathered data to actionable information that results in strategic decisions. 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. Whether you are just starting a business, venturing into new areas with your existing company, or looking to gain ground on a key competitor, Competitive Intelligence For Dummies gives you insight on how to gather valuable information on not only your

competitors, but on your market and key customer base. Gets you up to speed on how to locate, collect, and process competitive intelligence Shows you how to carefully analyze competitive intelligence and disseminate it throughout your organization Illustrates how competitive intelligence can help you gain market share If you're a business owner, analyst, manager, or researcher, Competitive Intelligence For Dummies gives you and your business an edge.

Competitive Intelligence Rescue: Getting It Right - Carolyn M. Vella 2017-07-20

A powerful "how-to-do-it-better" book, this is the first guidebook on competitive intelligence that uses case studies to provide behind-the-scenes insights into how professionals improve competitive intelligence processes. • Provides readers with practical tools and strategies to immediately identify and address their CI problems • Enables businesses to realize discernible improvements in performance, planning, competitiveness, and agility • Offers helpful checklists and other easy-to-use aids to make improving CI operations a straightforward process • Serves leaders in any organization—for profit or nonprofit—charged with the challenge of maintaining a competitive edge in their industry

Strategic Intelligence - Jay Liebowitz 2006-03-27

Strategic intelligence (SI) has mostly been used in military settings, but its worth goes well beyond that limited role. It has become invaluable for improving any organization's strategic decision making process. The author of Strategic Intelligence: Business Intelligence, Competitive Intelligence, and Knowledge Management recognizes synergies among component pieces of strategic intelligence, and demonstrates how executives can best use this internal and external information toward making better decisions. Divided into two major parts, the book first discusses the convergence of knowledge management (KM), business intelligence (BI), and competitive intelligence (CI) into what the author defines as strategic intelligence. The second part of the volume describes case studies written by recognized experts in the fields of KM, BI, and CI. The case studies include strategic scenarios at Motorola,

AARP, Northrop Grumman, and other market leaders. About the Editor Jay Liebowitz, D.Sc., is a full professor in the Graduate Division of Business and Management and program director for the Graduate Certificate in Competitive Intelligence at Johns Hopkins University. The first knowledge management officer at NASA Goddard Space Flight Center, he also served as the Robert W. Deutsch Distinguished Professor of Information Systems at the University of Maryland-Baltimore County, professor of Management Science at George Washington University, and Chaired Professor of Artificial Intelligence (AI) at the U.S. Army War College. A founder and chairperson of The World Congress on Expert Systems, he is a Fulbright Scholar, IEEE-USA Federal Communications Commission Executive Fellow, and Computer Educator of the Year (International Association for Computer Information Systems).

Research Anthology on Decision Support Systems and Decision Management in Healthcare, Business, and Engineering - Management Association, Information Resources 2021-05-28

Decision support systems (DSS) are widely touted for their effectiveness in aiding decision making, particularly across a wide and diverse range of industries including healthcare, business, and engineering applications. The concepts, principles, and theories of enhanced decision making are essential points of research as well as the exact methods, tools, and technologies being implemented in these industries. From both a standpoint of DSS interfaces, namely the design and development of these technologies, along with the implementations, including experiences and utilization of these tools, one can get a better sense of how exactly DSS has changed the face of decision making and management in multi-industry applications. Furthermore, the evaluation of the impact of these technologies is essential in moving forward in the future. The *Research Anthology on Decision Support Systems and Decision Management in Healthcare, Business, and Engineering* explores how decision support systems have been developed and implemented across diverse industries through perspectives on the technology, the utilizations of these tools, and

from a decision management standpoint. The chapters will cover not only the interfaces, implementations, and functionality of these tools, but also the overall impacts they have had on the specific industries mentioned. This book also evaluates the effectiveness along with benefits and challenges of using DSS as well as the outlook for the future. This book is ideal for decision makers, IT consultants and specialists, software developers, design professionals, academicians, policymakers, researchers, professionals, and students interested in how DSS is being used in different industries.

Strategic Intelligence for the Future 1 - Henri Dou 2019-04-10

Information in all its forms is at the heart of the economic intelligence process. It is also a powerful vector of innovation and, more than ever, a balance between economic and societal forces. *Strategic Intelligence for the Future 1* analyzes the need for the French economic intelligence to mutate in order to develop the economy, strengthen social cohesion and protect vital interests. This mutation requires a change of attitudes and a new way of thinking, widely open to global change and new technologies. The focus of the French economic intelligence on conventional objectives such as business and the economy does not allow for the integration of its multiple possible fields and thus its global nature. The strategy, foresight and temporal dynamics necessary to the understanding of the world, and the new balance of power and control of complex situations, have thus increased the time needed to put this in place. Both theoretical and practical, this book provides a basis from which to develop "enhanced economic intelligence" leading to the implementation of global security.

Competitive Intelligence, Analysis and Strategy - Sheila Wright 2014-07-10

The Holy Grail for most organisations is the successful attainment, and retention, of inimitable competitive advantage. This book addresses the question of how to leverage the unique intangible assets of an organisation: its explicit, implicit, acquired and derived knowledge. The refreshingly innovative concept of Intelligence-Based Competitive Advantage® is one which will eclipse the cost-driven and resource-reduction attitudes most prevalent in

the first decade of this century. Tomorrow's organisation will need to derive IBCA© through the expert execution of bespoke competitive intelligence practice, unique analytical processes, pioneering competitive strategy formulation, and timely execution of all three, if they are to succeed. This volume consists of insights from Competitive Intelligence practices at both country and organisational level, Competitive Analysis processes within the firm and within challenging sector and economic environments and Competitive Strategy formulation in profit, non-profit, real and virtual world contexts. It is essential reading for anybody wishing to gain a formal understanding of the practical and intellectual challenges which will face organisations in the future as they strive to achieve strategic foresight and Intelligence-Based Competitive Advantage. This book was originally published as two special issues of the Journal of Strategic Marketing.

Competitive Intelligence and Senior

Management - Joseph H. A. M. Rodenberg 2007

In the fast-paced world of international business, competitive intelligence is necessary for the daily survival of small firms and national economies alike. In *Competitive Intelligence and Senior Management*, veteran consultant Joseph H. A. M. Rodenberg argues that business leaders should devote more of their time and attention to seeking out and interpreting information about competitors. This instructive volume offers tools that will help senior managers to increase their firms' competitiveness, carry out successful mergers and acquisitions, and avoid surprise attacks from corporate raiders and private equity firms.

Competitive Intelligence - Douglas Bernhardt 2003

What do you really know about your competitors, and potential competitors? What are the real threats your business faces in the next two years? What do your competitors know about you, how did they find out about it and how can you stop them finding out more?

Competitive Intelligence As a Sustainable Long Term Competitive Advantage - Lucretia Löscher 2011

Diploma Thesis from the year 2010 in the subject Business economics - General, grade: 1,7, Leipzig Graduate School of Management,

language: English, abstract: "Integrity without knowledge is weak and useless, and knowledge without integrity is dangerous and dreadful." Samuel Johnson (1709 - 1784) Nowadays knowledge is the economic basis of each company. One needs to know the product, the technology behind it, but also the customer, the competitor and other circumstances that influence the business. The scientific term for the necessity of information gathering and its transformation into applicable knowledge is Competitive Intelligence (CI). This thesis focuses on three questions regarding CI which are linked in a model. Firstly it gives an overview about the most important types of CI. Based on three types, namely Market Intelligence, Competitor Intelligence and Internal Intelligence, it raises the question if there are industry-specific requirements and general key aspects of the activity. The focus group consists of 15 multinational companies from 6 different industries which were analysed with respect to information gathering and types of CI activities. Secondly the thesis considers legal aspects. It asks how effective international treaties and European laws are in terms of criminal prosecution of unfair competition and protection of intellectual property rights. The considerations are limited to those facts that might be taken into account for CI actions. In addition it analyzes if the results from the first part of the thesis are legally allowed or if some activities are legally questionable. Thirdly it looks at the strategic relevance of the legally gathered information. Therefore it assesses the opportunities of CI activities for strategic implementation based on the existing strategic tool "Scenario Planning" and proves that the fit of CI and Scenario Planning has potential to create a sustainable Competitive Advantage (CA).

Leadership, Management, and Adoption Techniques for Digital Service Innovation - Sandhu, Kamaljeet 2019-12-27

There are many advantages to incorporating digital services in business, including improved data management, higher transparency, personalized customer service, and cost reduction. Innovation is a key driver to how digital services are formed, developed, delivered, and used by consumers, employees,

and employers. The largest differentiator comes from having a digitally empowered workforce. Companies increasingly need digital workers to establish greater digital skills to bear on every activity. Business leaders especially need to steer digital priorities, drive innovation, and develop digital platforms. Leadership, Management, and Adoption Techniques for Digital Service Innovation is an essential reference source that discusses the adoption of digital services in multiple industries and presents digital technologies to address and further advance innovation to drive successful solutions. Featuring research on topics such as cloud computing, digital business, and value creation, this book is ideally designed for managers, leaders, executives, directors, IT consultants, academicians, researchers, industry professionals, students, and practitioners.

Market Intelligence - Per V. Jenster 2009
Market Intelligence provides an overview of the most important tools and concepts relevant to intelligence analysis for strategic decision making. The book's focus is not only on competitors, but also on customers, suppliers, and a range of other stakeholders. It gives the reader tools used to analyze both micro and macro factors in the organization's environment to predict future outcomes better and to improve decision making. The field of competitive intelligence is studied by a diverse research community. Contributions to this field are made to aid States on a national, regional, and local level as well as to aid the military, non-profit organizations, and private companies. These contributions are mostly done in isolation, even though all these fields of study have much in common. The authors draw from these various fields and provide the essential insights to aid management thinking.

User-directed Competitive Intelligence - Walter D. Barndt 1994

A cogent, compelling argument for the corporate competitive intelligence function, and a practical guide to implementing and benefiting from it. *Driving Transformative Change in E-Business Through Applied Intelligence and Emerging Technologies* - Taherdoost, Hamed 2022-06-30
Investments in technologies such as the cloud, the internet of things (IoT), and robotic process automation are part of a strategy that helps

organizations respond to changing customer demands and operational challenges. Emerging technologies are becoming one of the most remarkable elements to be considered in businesses, and e-businesses are no exception. With the expansion of e-businesses worldwide, the great population of e-business leaders tends to increase their knowledge to make future investments in key aspects and implications of their businesses. Thus, e-business leaders need to realize and seize existing opportunities for the advancement of their businesses. *Driving Transformative Change in E-Business Through Applied Intelligence and Emerging Technologies* contributes a comprehensive source to the existing knowledge and research in the field of e-business and emerging technologies and provides an understanding to readers about the current concepts, trends, technologies, and platforms in e-business. Covering topics such as competitive intelligence, enterprise resource planning systems, and online crowdfunding, this premier reference source is a comprehensive resource for business leaders and executives, IT managers, computer scientists, software engineers, economists, entrepreneurs, students, researchers, and academicians.

Managing Strategic Intelligence:

Techniques and Technologies - Xu, Mark 2007-05-31

"This book focuses on environment information scanning and organization-wide support for strategic intelligence. It also provides practical guidance to organizations for developing effective approaches, mechanisms, and systems to scan, refine, and support strategic information provision"--Provided by publisher. *Marketing Intelligent Systems Using Soft Computing* - Jorge Casillas 2010-09-30
Dr. Jay Liebowitz Orkand Endowed Chair in Management and Technology University of Maryland University College Graduate School of Management & Technology 3501 University Boulevard East Adelphi, Maryland 20783-8030 USA jliebowitz@umuc.edu
When I first heard the general topic of this book, Marketing Intelligent Systems or what I'll refer to as Marketing Intelligence, it sounded quite intriguing. Certainly, the marketing field is laden with numeric and symbolic data, ripe for various types of mining—data, text, multimedia, and web

mining. It's an open laboratory for applying numerous forms of intelligentsia—neural networks, data mining, expert systems, intelligent agents, genetic algorithms, support vector machines, hidden Markov models, fuzzy logic, hybrid intelligent systems, and other techniques. I always felt that the marketing and finance domains are wonderful application areas for intelligent systems, and this book demonstrates the synergy between marketing and intelligent systems, especially soft computing. Interactive advertising is a complementary field to marketing where intelligent systems can play a role. I had the pleasure of working on a summer faculty fellowship with R/GA in New York City—they have been ranked as the top interactive advertising agency worldwide. I quickly learned that interactive advertising also takes advantage of data visualization and intelligent systems technologies to help inform the Chief Marketing Officer of various companies. Having improved ways to present information for strategic decision making through use of these technologies is a great benefit.

Strategic Intelligence for Law Firms - Laura Slater 2016-08

In today's modern, techno-centric world with its endless supply of data, and the multitude of ways to collect and utilise it, intelligence has become the best tool for law firms when it comes to understanding client needs, offering quality value-oriented services, and garnering and retaining business.

Win with Advanced Business Analytics - Jean-Paul Isson 2012-10-09

Plain English guidance for strategic business analytics and big data implementation In today's challenging economy, business analytics and big data have become more and more ubiquitous. While some businesses don't even know where to start, others are struggling to move from beyond basic reporting. In some instances management and executives do not see the value of analytics or have a clear understanding of business analytics vision mandate and benefits. Win with Advanced Analytics focuses on integrating multiple types of intelligence, such as web analytics, customer feedback, competitive intelligence, customer behavior, and industry intelligence into your business practice.

Provides the essential concept and framework to implement business analytics Written clearly for a nontechnical audience Filled with case studies across a variety of industries Uniquely focuses on integrating multiple types of big data intelligence into your business Companies now operate on a global scale and are inundated with a large volume of data from multiple locations and sources: B2B data, B2C data, traffic data, transactional data, third party vendor data, macroeconomic data, etc. Packed with case studies from multiple countries across a variety of industries, Win with Advanced Analytics provides a comprehensive framework and applications of how to leverage business analytics/big data to outpace the competition. We Never Expected That - Avner Barnea 2021-08-30

The basic premise of this book is that in both fields, national and business, intelligence gathered about adversaries or competitors regarding changes in the external environment support the decision-making process. In both fields the subject has been studied within its own framework without comparative analysis or mutual learning.

Strategic Intelligence - Jay Liebowitz 2019-08-30 Strategic intelligence (SI) has mostly been used in military settings, but its worth goes well beyond that limited role. It has become invaluable for improving any organization's strategic decision making process. The author of *Strategic Intelligence: Business Intelligence, Competitive Intelligence, and Knowledge Management* recognizes synergies among component pieces of strategic intelligence, and demonstrates how executives can best use this internal and external information toward making better decisions. Divided into two major parts, the book first discusses the convergence of knowledge management (KM), business intelligence (BI), and competitive intelligence (CI) into what the author defines as strategic intelligence. The second part of the volume describes case studies written by recognized experts in the fields of KM, BI, and CI. The case studies include strategic scenarios at Motorola, AARP, Northrop Grumman, and other market leaders. About the Editor Jay Liebowitz, D.Sc., is a full professor in the Graduate Division of Business and Management and program director

for the Graduate Certificate in Competitive Intelligence at Johns Hopkins University. The first knowledge management officer at NASA Goddard Space Flight Center, he also served as the Robert W. Deutsch Distinguished Professor of Information Systems at the University of Maryland-Baltimore County, professor of Management Science at George Washington University, and Chaired Professor of Artificial Intelligence (AI) at the U.S. Army War College. A founder and chairperson of The World Congress on Expert Systems, he is a Fulbright Scholar, IEEE-USA Federal Communications Commission Executive Fellow, and Computer Educator of the Year (International Association for Computer Information Systems).

Early Warning - Benjamin Gilad 2004

Surprise is rarely a good thing in business. Unexpected developments range in their effects from inconvenient to disastrous. With strong opinions and wry humor, world-recognized expert Gilad reveals how to anticipate and react to early signs of trouble.

Real-time Strategy and Business Intelligence - Marko Kohtamäki 2017-07-05

This book discusses and conceptualizes practices on real-time strategy, focusing on the interplay between strategy and business intelligence. Combining strategic practices and business intelligence systems, the authors demonstrate how managerial practices can be developed in the age of digitization. Also developing the concept of strategic agility, the book provides perspectives from a range of disciplines including strategic practices and decision making, customer relationship management, human resource management, competitive intelligence, supplier network management and business intelligence systems. Presenting managerial frameworks and guidelines, *Real-time Strategy and Business Intelligence* explores how to improve utilization of business intelligence systems in real-time decision making. Providing practical and future-oriented insights backed by examples and best practices, the authors present a clearly conceptualized theoretical framework.

Proven Strategies in Competitive Intelligence - Society of Competitive Intelligence Professionals 2002-03-14

Tested-in-the-trenches competitive intelligence

techniques used at today's top companies This book brings together the best thinking and practices in competitive intelligence (CI) currently being used at many of today's most successful companies. Featuring contributions from leading industry executives, it covers CI strategies across a wide range of business functions, including marketing and sales, market research and forecasting, product development, and teams. The only book on the subject offering a comprehensive view of CI, from the CEO down to the tactical CI team Numerous case studies vividly illustrating cutting-edge CI techniques in action

The Quiet Threat - Ronald L. Mendell 2011

In the years since the first edition, industrial and corporate espionage have not diminished. There has been, however, an increase in awareness about the issues. There are more graduate-level programs in business and in security that are offering courses and training on intelligence gathering in the commercial sector. Training in the protection of confidential documents and materials that forms a part of security certification programs has been updated. With the large amount of outsourcing in the technological sector overseas, information transfer and leakage continues to be a serious problem, and as long as corporations see outsourcing as a way to save money in the short term, dangers will persist. The security community will need to continue to pursue this issue politically and socially. Accordingly, the text focuses on these issues and gives the reader a real sense of how industrial spies are persistent and clever in circumventing defenses. It examines both the defensive and offensive tactics necessary to fight industrial espionage. Living with paradox should be the theme for the security professional, and the book draws wisdom from political philosophers like Machiavelli to aid in that perspective. A clear plan of action in dealing with industrial espionage in a fluid, mobile, information-rich business environment is offered. Two additional chapters cover the tradecraft of the industrial spy and the uses of data mining in gathering business intelligence. An outline is offered for planning an intelligence campaign against a target, and a sample strategic intelligence report about a business is included. In addition, there is

also a glossary of terms related to industrial espionage. These additional tools should increase a security professional's awareness of the corporate spy's mindset, which is a major portion of the battle. This book will serve as a valuable resource to security professionals in law enforcement and the business sector.

The Competitive Intelligence Playbook - Fouad Benyoub

Do you believe that intelligence, not data, can shape better business decisions? Do you want to explore how to gather, analyze, and share competitive intelligence? Do you want to learn what it takes to build efficient competitive intelligence programs? Then *The Competitive Intelligence Playbook* is for you! In this book, you will find the main ingredients you need to take your competitive intelligence program to the next level. You will learn how to build, manage, and optimize your program. You will learn how to move your program from the tactical to the strategic level of your organization. Most importantly, you will learn how to extract the most business value from the program. Let the journey begin!

Competitive Intelligence For the Competitive Edge - Alan Dutka 2000-04-22

Get a Leg up on Your Closest Industry Rival! With years of real-world business experience behind him, author Alan Dutka offers this compelling look at competitive intelligence--the process of collecting, analyzing, and acting upon information about your competitors and the

competitive environment--and how it can improve your company's bottom line and give you a leading edge. Taking a true practitioner's approach, *Competitive Intelligence for the Competitive Edge* shows you how to integrate your business's operations--particularly marketing, advertising, and strategic planning--with the latest competitive intelligence techniques in order to achieve positive results in all areas. The author also: Reviews the latest tools and techniques for data gathering, storage, and analysis Provides helpful insight on information interpretation and dissemination of intelligence within a corporate structure Includes numerous real-life examples of using competitive intelligence techniques in actual business situations Offers important information on obtaining competitive intelligence information for the global marketplace Provides a list of resources for competitive intelligence information *Competitive Intelligence for the Competitive Edge* is a must-have for any business professional interested in launching a successful competitive intelligence program. About the Author Alan Dutka is President of National Survey Research Center, a marketing and opinion research company based in Cleveland, Ohio. He is a frequent lecturer for the American Marketing Association and for the Society for Competitive Intelligence. Mr. Dutka's other published titles include *State of the Art Marketing Research*, second edition, with Al Blankenship, and *The AMA Handbook for Customer Satisfaction*.