

Competitive Intelligence Using Intellectual Property

This publication provides practical guidance on the key areas where business membership organizations can integrate intellectual property into their services. This user-friendly handbook is written to support a wide range of basic to more advanced intellectual property services and contains a large number of references to online resources.

Winning the Knowledge Game focuses on the thinking and attitudes required to remain knowledgeable, competitive and high performing. Topics include: having a winning strategy, improving collaboration and teamwork, creating a smarter business, competitive intelligence, protecting intellectual property, keeping talent, leveraging the latest digital technology, increasing customer loyalty and measuring the impact of your people on performance, market value and society.

Winning the Knowledge Game provides practical advice on the strategies, tactics and systems you need to remain capable and agile in this rapidly changing business world. To help you meet this challenge, Winning the Knowledge Game explores three questions: * How do you open the hearts and minds of people to smarter learning? * How do you grow competitive advantage? * How do you sustain and ensure lasting success? All managers need to learn the skill of acquiring and putting knowledge to work if they are to be successful. Most of all they need to learn how to play the knowledge game every day of their life. Do not leave

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things to chance discover the ideas and tips that will deliver a measurable improvement to your business leadership, performance and career.

The book is focused not only on competitors, but also on customers, suppliers and a range of other stakeholders. These Guidelines are designed both for general users of patent information, as well as for those involved in producing Patent Landscape Reports (PLRs). They provide step-by-step instructions on how to prepare a PLR, as well as background information such as objectives, patent analytics, concepts and frameworks. The development of a research, teaching, or application of competitive (economic) intelligence requires a strategic and transverse vision in regards to related issues. It is essential to integrate the role of culture when interpreting results, either from the training of a specialist or in respect to a country or region. The authors of this book, members of an expert group supported by the CNRS in France, bring all of their talents together to create a comprehensive book that does just this and more.

The definitive primer on intellectual property for business professionals, non-IP attorneys, entrepreneurs, and inventors Full of valuable tips, techniques, illustrative real-world examples, exhibits, and best practices, the Second Edition of this handy and concise paperback will help you stay up to date on the newest thinking, strategies, developments, and case law in intellectual property. Presents fundamentals of patents, trademarks, copyrights, trade secrets and other less-know forms of IP, such as registered design and mask works Covers

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important concepts such as IP strategy, protection, audits, valuation, management, and competitive intelligence Offers an introduction to IP licensing and enforcement Now features discussion of critical precedent-setting recent IP cases and proposed patent reform Providing business professionals and IP owners with in-depth knowledge of this extremely important subject, this book helps those new to this field gain a better understanding and appreciation for the results of their creative abilities.

A cogent, compelling argument for the corporate competitive intelligence function, and a practical guide to implementing and benefiting from it.

A corporate consultant shows how to employ business intelligence to maximize profits.

These proceedings represent the work of presenters at the 7th European Conference on Intellectual Capital (ECIC 2015). This year the conference is being hosted by The Technical University of Cartagena, Spain on the 9-10 April 2015. The Conference Co-Chairs are Dr. Eva Martinez Caro, Dr. María Eugenia Sánchez & Dr. David Cegarra Leiva from the Technical University of Cartagena and the Programme Chair is Dr. Juan Gabriel Cegarra Navarro also from the Technical University of Cartagena. The opening keynote address is by Constantin Bratianu, Bucharest University of Economic Studies, Romania on the topic of “A Dynamic Perspective on Intellectual Capital” Dr Scott Erickson from the School of Business, Ithaca College and Dr Helen Rothberg, Marist College, Poughkeepsie, USA will address the topic “Does intellectual capital have a role in making the big strategic decisions? On the second day of the conference Dr José Maria Viedma Marti from the Polytechnic University

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of Catalonia in Barcelona, Spain will talk about xxxx. The primary aim of this conference is to contribute to the further advancement of intellectual capital theory and practice. The conference provides a platform for presenting findings and ideas for the intellectual capital community and associated fields. The range of people, issues and the mix of approaches followed will ensure an interesting two days. 115 abstracts were received for this conference. After the double blind, peer review process there are 43 academic papers, 13 PhD papers and 2 Masters Research Papers and 1 Work In Progress Paper published in these Conference Proceedings. These papers represent truly global research from some xx different countries, including the Albania, Australia, Austria, Canada, Czech Republic, Espana, Finland, France, Germany, Hungary, Indonesia, Italy, Kazakhstan, Malaysia Netherlands, Nigeria, Pakistan, Portugal, Romania, Russia, Slovakia, Spain Thailand, United Arab Emirates, UK and the USA

This book provides simple, direct, and proven solutions to problems faced by managers of competitive intelligence units. The textbook at hand aims to provide an introduction to the use of automated methods for gathering strategic competitive intelligence. Hereby, the text does not describe a singleton research discipline in its own right, such as machine learning or Web mining. It rather contemplates an application scenario, namely the gathering of knowledge that appears of paramount importance to organizations, e.g., companies and corporations. To this end, the book first summarizes the range of research disciplines that contribute to addressing the issue, extracting from each those grains that are of utmost relevance to the depicted application scope. Moreover, the book presents systems that put these techniques to practical use (e.g., reputation monitoring platforms) and takes an inductive approach to define the gestalt of mining for

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competitive strategic intelligence by selecting major use cases that are laid out and explained in detail. These pieces form the first part of the book. Each of those use cases is backed by a number of research papers, some of which are contained in its largely original version in the second part of the monograph.

When managed well, IP can become the most enduring form of competitive advantage, creating streams of revenue well into the future. But for many in Europe, IP can still seem complicated to acquire, expensive to maintain and hard to enforce. Drawing on a wide range of expert contributions, *The Handbook of European Intellectual Property Management* is a practical and easy-to-follow account of how IP comes into play at various stages of ventures and delivers commercial success and real competitive advantage. Drawing out the commercial implications of the changes that are happening within Europe's framework for innovation, like the arrival of the unitary patent, this Handbook reviews how EU programmes such as Horizon 2020, the Innovation Union and the European Research Area are measuring performance against a target of creating more growth from IP ventures. In parallel, the contributors discuss the new terms on which leading players in business and research are looking to engage partners in sourcing ideas and fast-tracking innovation. Everywhere IP policies are being re-written to encourage open innovation and to source knowledge from wherever it may best be found. For those looking to take an innovation, a design, or a brand into the market, this handbook discusses the options in putting the right idea into the right format, highlighting challenges such as: - how to design an IP strategy - how to capture and secure IP - how to capitalise on new technologies - how to combine different types of IP - whether to adopt a national, European or global focus - how to engage in partnerships and competitions - how

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to source ideas from the research base - how to retain exclusivity within open innovation - which model to adopt in reaching the market - how to negotiate IP within contracts - how put a value on IP - how to raise funds with IP - how to resolve disputes

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.

Guide in form of questions and answers dealing with intellectual property (IP) issues, aimed at small and medium-sized exporters and trade support institutions – explains basic concepts and principles regarding patents, trademarks, industrial designs, copyright, confidential business information, and geographical indications; covers questions relevant to ownership of rights by employees, contracting, licensing and technology transfer; highlights importance of IP issues when drawing business, marketing and export plans and strategies, and deals with IP rights protection abroad; looks at link between IP and quality regulations and standards, packaging and labelling, electronic commerce and use of information technology; considers valuation and financial aspects of IP rights; focuses on the application of the WTO Agreement on Trade- Related Aspects of Intellectual Property Rights (TRIPS Agreement).

Responding to the needs of market researchers, business analysts, CI professionals, and others who understand and use the online information resources of the Internet, Vibert provides a structured set of frameworks to help solve business problems fast, successfully, and in real time. He explains how to use the content of specific Web sites to undertake specific tasks, and he provides academics and trainers with a powerful tool to help them develop the online

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analytical skills of their students, clients, and colleagues. The result is an important resource for executives seeking to protect their own knowledge while gaining insight about their competitors and for academics teaching in such fields as marketing, sales, and product development.

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.

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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).

This book offers valuable perspectives on the current state of marketing concepts and techniques, plus managerial perspectives which also can provide guidance for the business success.

Venezuela Business Intelligence Report - Practical Information, Opportunities, Contacts

This collection of papersâ€"by American and Russian specialistsâ€"addresses a variety of legal, regulatory, institutional, and financial issues that can promote or hinder technology commercialization.

The book is the result of a series of workshops organized by the National Research Council with the Russian Academy of Sciences on commercialization of technologies, particularly those developed at research and educational institutions. Technology Commercialization concludes with a list of actions, programs, and policies which warrant further consideration as Russia tries to improve the success of technology commercialization. This book will be of interest to those concerned with small-business development in post-communist states, university technology management, and comparative technology commercialization.

In the fast-paced world of international business,

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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.

ESSENTIALS OF INTELLECTUAL PROPERTY Full of valuable tips, techniques, illustrative real-world examples, exhibits, and best practices, this handy and concise paperback will help you stay up to date on the newest thinking, strategies, developments, and technologies in intellectual property. "Alexander Poltorak and Paul Lerner have written the definitive primer on intellectual property for business professionals. Thorough in its coverage and understandable in its delivery, *Essentials of Intellectual Property* provides not only an outstanding summary of intellectual property basics, but a useful and sensible strategy for using intellectual property to the best needs of a business. Poltorak and Lerner have combined their in-depth knowledge of patent law with their savvy business skills to yield

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an indispensable reference for the business professional." —Jeffrey L. Brandt, Patent Attorney, Former Senior Vice President and Intellectual Property & Licensing Counsel, priceline.com "Alex Poltorak and Paul Lerner have pulled off a mighty feat with *Essentials of Intellectual Property*. They have crafted a work that is clear for the beginning practitioner while nuanced and sophisticated for the savvy tech transfer and IP management veteran. Lively and often witty writing is a treat not often found in tomes on what can be a dry subject. With *Essentials of Intellectual Property*, the practitioner has a new literary tool fortifying IP strategy to the business reality of tomorrow."

—Edward Kahn, Founder and President, EKMS, Inc., Cambridge, MA "This critically important new volume of work not only provides the professional with a greater knowledge of this vast subject, but also the novice with a better understanding and appreciation for the results of their creative abilities." —Lawrence J. Udell, Executive Director, California Invention Center, Professor of New Ventures and Entrepreneurship
The Wiley Essentials Series—because the business world is always changing...and so should you.

Senegal Business Intelligence Report - Practical Information, Opportunities, Contacts

Gain a strong understanding of the legal, ethical, and societal implications of information technology with

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Reynolds' ETHICS IN INFORMATION

TECHNOLOGY, Fifth Edition. The latest edition of

this dynamic text provides up-to-date, thorough coverage of notable technology developments and their impact on business today. You will examine

issues surrounding professional codes of ethics, file sharing, infringement of intellectual property, security risk assessment, Internet crime, identity theft,

employee surveillance, privacy, compliance, social networking, and the ethics of IT corporations. This

book offers an excellent foundation in ethical decision-making for current and future business

managers and IT professionals. Unlike typical introductory Information Systems books that cover ethical issues only briefly, ETHICS IN

INFORMATION TECHNOLOGY provides thorough coverage to prepare the individuals responsible for

addressing ethical issues in today's workplace. You will learn how to examine ethical situations that

typically arise in IT and gain practical advice for addressing the relevant issues. Up-to-the-minute

business vignettes and thought-provoking questions challenge your knowledge, while features focused on

decision-making--including updated Manager's Checklists--provide brief, critical points to consider in

making key business decisions. Trust ETHICS IN INFORMATION TECHNOLOGY, Fifth Edition, to

equip you with the understanding of IT and ethics needed for confident decision-making and

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professional success. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

This is an important text for all students and practitioners of Business Intelligence (BI) and Customer Relationship Management (CRM). It provides a comprehensive resource for understanding and implementing Enterprise Resource Planning (ERP) and BI solutions within the organisational context. It provides an in-depth coverage of all key areas relating to the implementation of ERP and BI systems. It provides unique practical guidance on implementing ERP and BI strategies as formulated by the author and a range of academic practitioners and industry experts. Importantly, it demonstrates how these systems can be implemented in a real-world environment and in a way that provides strategic alignment that is compatible with the strategic vision of the organisation. The author presents a “BI Psychology Adoption Model” which represents new and innovative thinking in relation to how employees within organisations react to the introduction of new technology within the workplace.

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Scenario Planning has potential to create a sustainable Competitive Advantage (CA).

Innovation is a vital process for any business to remain competitive in this age. This progress must be coherently and optimally managed, allowing for successful improvement and future growth. The Handbook of Research on Strategic Innovation Management for Improved Competitive Advantage provides emerging research on the use of information and knowledge to promote development in various business agencies. While covering topics such as design thinking, financial analysis, and policy planning, this publication explores the wide and complex relationships that constitute strategic innovation management principals and processes. This publication is an important resource for students, professors, researchers, managers, and entrepreneurs seeking current research on the methods and tools regarding information and knowledge management for business advancement.

This volume explores how new practices in competitive intelligence are emerging in a global business environment. Contributions from researchers, scholars, and practioners specializing in competitive intelligence reveal the most current practices in the field.

This Brief defines competitive intelligence (CI) as a tool for making investment decisions within the pharmaceutical industry. It provides an overview of processes that the regulatory affairs professional must take into account when evaluating data impacting product-based risk evaluations. These apply particularly to evaluations that focus on outputs such as regulatory

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approval, or the commercial impact of product labeling on the sales forecast over a limited timeframe. The Brief also provides an overview of intellectual property assessment that can impact a product's lifespan on the market due to patent protection itself (or loss of patent protection) or via regulatory exclusivity. Case examples are discussed to illustrate the importance of keeping up with the ever-changing regulations, and how to interpret them in the context of CI. In addition, there is a section on virtual data rooms (VDRs) which currently function as the cornerstone of due diligence investigations. While aimed primarily at regulatory affairs professionals in the United States, this publication provides a useful adjunct for other pharmaceutical executives, especially those new to product-based investments, and regulatory affairs professionals in other regions. ?

Every business manager needs intelligence to find suppliers, mobilize capital, win customers and fend off rivals. Obtaining this is often an unplanned, instinctive process. The manager who has a conscious, systematic approach to acquiring intelligence will be better placed to recognize and seize opportunities whilst safeguarding the organization against the competitive risks that endanger its prosperity - and sometimes even its survival. Christopher Murphy's *Competitive Intelligence* explains: ϕ the theory of business competition ϕ how companies try to get ahead of their rivals ϕ methods of research and sources of information that generate the raw material for creating intelligence ϕ analytical techniques which transform the mass of facts and opinions thus retrieved into a platform of sound, useable

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knowledge to support informed business decision making. The text includes plenty of examples and experiences from the author's own consulting experience. He draws on a wide variety of disciplines, including literary criticism (or how to read between the lines of company reports, announcements and media stories) and anthropology (understanding corporate culture), as well as the more obvious ones such as financial analysis, management theory and business forecasting techniques. This fusion of insights from many fields of expertise provides a very readable, practical and imaginative framework for anyone seeking to gather and make effective use of market and company data. While focused on the British business environment, the lessons drawn are of universal application, and examples are taken from across the globe. In addition a chapter is devoted to researching industries and companies in other countries. Although primarily concerned with commercial enterprises, many of the principles and techniques will also be of considerable practical relevance to managers in the public sector or not-for-profit organizations. Competitive Intelligence also provides a legal

It is scarcely five years since the first edition of this book, a milestone in the strategy-oriented approach to intellectual property at the global level, appeared and was quickly and widely welcomed as virtually an intellectual property agenda for the 21st century. This second edition includes a judicious update of the original data and analysis in light of the significant movement forward that has taken place over the past few years in

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many of the critical areas that shape the competitive strategies in the use of IP Rights. The authors have lost none of their conviction of the necessity to enhance awareness of the techno-economic effects of intellectual property rights protection on enterprise competitiveness and national growth and development. The book provides a panoramic but detailed view of the worldand's intellectual property system that embraces socioeconomic, cultural and technological development in its scope, clarifying the pitfalls and challenges that the system presents even as it promises to improve the quality of life on our planet. The authors both internationally respected and honoured for their work in elucidating the economic necessity of an intellectual property system that can inspire universal confidence, emphasize the imperative of international competitiveness in knowledge-based technology. In their orderly presentation of the key issues that promote the real benefits (not yet achieved) of a truly effective regime of intellectual property rights they discuss such factors as the following: the use of intellectual property as an integral part of business strategy; optimal utilization of intellectual property assets; the incentives and rewards of and'fair playand' in the marketplace; facilitation of widespread diffusion and adoption of the fruits of creativity and innovation; the crucial role of small and medium enterprises; the need at every level for deliberate incentive policies that encourage creativity and invention; strict enforcement of intellectual property rights; creating linkages between intellectual property stakeholders; and use of patent information for

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forecasting technology trends. These issues and recommendations and more are all discussed in a framework that highlights each of the major areas of knowledge in which intellectual property rights are most insistently invoked today, such as the digital economy, e-commerce, Internet domain names, database protection, protection of plant varieties, design of integrated circuits, biotechnology, and nanotechnology. Ultimately, however, this outstanding workand's most important contribution lies in its vision of the organic corporation of governments, institutions, supranational organizations, multinational corporations, small and medium enterprises, and civil society as they collectively fashion a 21st century in which creativity and innovation are enabled to convert knowledge into wealth and social good. For this reason, as well as for its richly detailed treatment of trends and current reality in the field, this new, updated edition of Intellectual Property and Competitive Strategies in the 21stCentury will continue to be read and put to good use by business people, international lawyers, government officials, and interested academics in all parts of the world.

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explains: • the theory of business competition • how companies try to get ahead of their rivals • methods of research and sources of information that generate the raw material for creating intelligence • analytical techniques which transform the mass of facts and opinions thus retrieved into a platform of sound, useable knowledge to support informed business decision making. The text includes plenty of examples and experiences from the author's own consulting experience. He draws on a wide variety of disciplines, including literary criticism (or how to read between the lines of company reports, announcements and media stories) and anthropology (understanding corporate culture), as well as the more obvious ones such as financial analysis, management theory and business forecasting techniques. This fusion of insights from many fields of expertise provides a very readable, practical and imaginative framework for anyone seeking to gather and make effective use of market and company data. While focused on the British business environment, the lessons drawn are of universal application, and examples are taken from across the globe. In addition a chapter is devoted to researching industries and companies in other countries. Although primarily concerned with commercial enterprises, many of the principles and techniques will also be of considerable practical relevance to managers in the public sector or not-for-profit organizations. Competitive Intelligence also provides a legal and ethical framework to guide the unwary and to curb the over-enthusiastic. The final chapter, Intelligence Countersteps, will open your eyes

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to the need to protect your own organization from some of the practices of less scrupulous researchers and investigators.

2011 Updated Reprint. Updated Annually. China Pharmaceutical Chemicals Producers Directory
For specialists and nonspecialists alike, this perceptive selection of the newest and the up and coming tools and techniques of competitive intelligence picks up where other books leave off, offering a well balanced combination of theory and practice. It shows how advances in computers and technology have accelerated progress in CI management, and the ways in which CI has affected (and been affected by) major business functions and processes. It explores applications to organizations of various sizes and types. Analysts, strategists and organizational decision makers will find the book especially valuable, as they seek to make sense of the business environment and assess their organizations' evolving, dynamic places in it.

This book covers cross-border strategies to understand and profit from intellectual property. It starts with a basic overview of IP before focusing specifically on international business contexts. The book then explores factors that affect IP-related business activities in different countries. Next, follows a discussion of the importance of managing IP valuation, people, and products, which leads into an examination of strategies for obtaining value from IP-related activities, including licensing. This edition updates the contents and adds new contemporary cases, such as internet-based crimes and trademarked sport brands. Readers will gain an

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understanding of the significance of IP to corporate success in the increasingly globalized world. With updated knowledge on deriving value from IP, this book will provide insights for practitioners to deal with cross-border issues of IP, and for scholars across disciplines to advance studies of cross-border issues and conflicts in IP.

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

To beat your competitors you must know exactly what they are doing. It is impossible to put together a successful competitive strategy if you are unsure what your competitors are doing, what they plan to do or even who your competitors really are. As markets evolve even more rapidly and companies adapt their plans much faster, the demand for competitive intelligence has spiralled. Christopher West, an expert in the field, shows you how to collect, analyse and use competitive intelligence from a variety of sources, including the internet, and change your competitive strategy accordingly.

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