



How to create awareness for an alert company?

Management Summary

This is the newest title of the whitepaper, written by Joseph H.A.M. Rodenberg, which is published in March 2001. In this whitepaper Joseph Rodenberg describes how important it is to create awareness for an intelligence function at corporate level in a company. It supports senior management to catch up with the drastic changes in the company's dynamic environment. How can companies keep up with competition if they don't have a consistent look at them? Why only a very limited number of companies have a continuous monitoring system or radar in place? Would anybody enter an airplane that will fly around without radar?

Do companies neglect intelligence and wait for the next round of restructuring with numerous layoffs. Competitive intelligence is the "pre-condition for existence". Joseph Rodenberg states that the costs of an intelligence regime are only minor compared to the dramatic consequences of not having it.

In business huge opportunities are being missed by companies and organisations that do not have a formal regime of competitive intelligence in terms of getting the best value from the data, information and knowledge at their disposal. It's all about collective intelligence. We can't afford to continue to use yesterday's methods in the fast changing business environment of today.

In creating awareness for an alert company it's all about the will to win. And who wants to be a loser? Nobody does as an individual, however, in business we still accept this.

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