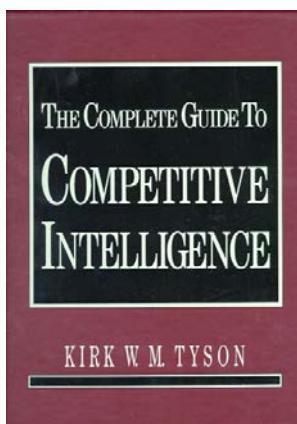




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## The Complete Guide to Competitive Intelligence



**Author:** Kirk W.M. Tyson  
**Publisher:** Kirk Tyson International  
**Publication date:** March 1998  
**ISBN:** 0966321901  
**Size:** Ring-bound - 340 p.

Het handboek geeft een volledig overzicht hoe competitive intelligence geïmplementeerd kan worden. Van eerste introductie, initiële opzet, proces, organisatie tot praktische invoering in de onderneming.

Competitive Intelligence is een nieuw managementtool, waarbij data en informatie over concurrenten, technologieën, klanten en markten wordt omgezet in relevante en praktisch bruikbare strategische kennis. Deze sterk verbeterde inzichten in posities, prestaties, bekwaamheden, intenties en toekomstige ontwikkelingen worden vertaald en toegepast in het marketing- en strategische beleid van de onderneming.

Het handboek kent 14 onderdelen, ondersteund met tal van voorbeelden uit de praktijk en is engelstalig:

1. Introduction
2. Designing the CI process
3. Conducting a CI needs assessment
4. Developing an implementation plan
5. Organizing the CI Team
6. Focusing the intelligence effort
7. Gathering published information
8. Gathering internal information
9. Gathering external information
10. Analyzing your competition
11. Packaging intelligence
12. Guarding your company's secrets
13. Ethics
14. Final caveats

De prijs van "The Complete Guide To Competitive Intelligence"

bedraagt € 225,-- excl. BTW.

## From the Author

I am very excited about The Complete Guide to Competitive Intelligence. Over the years, many CI professionals have asked, "How do you successfully pull the complete competitive intelligence process together?" I believe this book finally answers that question. It takes the competitive intelligence professional through all the necessary steps to accomplish the task including, assessing their company's needs, developing a plan, conducting the research and finally packaging the intelligence for the decision makers. It even touches on peripheral issues such as counterintelligence and ethics. Plus, The Complete Guide to Competitive Intelligence not only answers questions, it shows you how to do it with step-by-step worksheets.

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