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Proven Strategies in Competitive Intelligence: Lessons from the Trenches

John E. Prescott, Stephen H. Miller, The Society of Competitive Intelligence Professionals

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Proven Strategies in Competitive Intelligence: Lessons from the Trenches John E. Prescott, Stephen H. Miller, The Society of Competitive Intelligence Professionals
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

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