



Managing Frontiers in Competitive Intelligence

David L. Blenkhorn, Craig S. Fleisher

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For specialists and nonspecialists alike, this perceptive selection of the newest and up and coming tools and techniques of competitive intelligence, 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) all major business functions and processes. It explores applications to organizations of various sizes and types, in both the public and private sectors. Editors Fleisher and Blenkhorn link leading-edge research in CI to advances in current practice, and balance pragmatic against conceptual concerns. Analysts, strategists and organizational decision makers at higher levels 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.

The pace of change in today's global, competitive economy is greater than at any time in recorded history. Thus, as never before, companies need better tools for business and competitive analysis. The book surveys applications of CI that are critical to business processes, such as mergers and acquisitions, and to evolving industries, such as biotechnology. They focus on how push and pull Internet technologies affect data gathering and analysis and how CI can be managerially assessed using multiple evaluative approaches, unavailable until now in the public domain. They then turn to the future, and lay out some startling yet plausible viewpoints on what the next frontiers of competitive intelligence will be and how organizations can and must ready themselves for them.

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