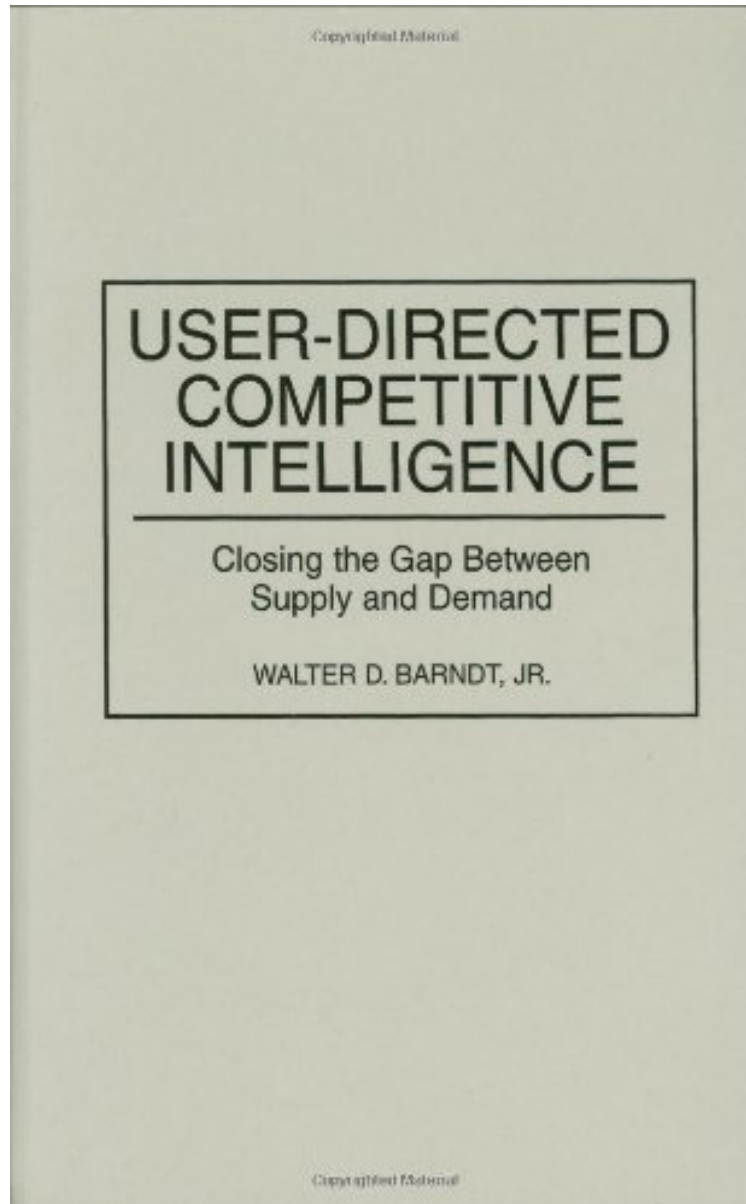


[Mobile book] User-Directed Competitive Intelligence: Closing the Gap Between Supply and Demand

# User-Directed Competitive Intelligence: Closing the Gap Between Supply and Demand

Walter D Barndt

*\*Download PDF / ePub / DOC / audiobook / ebooks*



DOWNLOAD



READ ONLINE

#3447407 in eBooks 1994-09-21 1994-09-21 File Name: B000QEIMQY | File size: 78.Mb

**Walter D Barndt : User-Directed Competitive Intelligence: Closing the Gap Between Supply and Demand** before purchasing it in order to gage whether or not it would be worth my time, and all praised User-Directed Competitive Intelligence: Closing the Gap Between Supply and Demand:

This is the first book to address the real issues and problems confronting the competitive intelligence industry today. It pinpoints the reason why competitive intelligence is on hold in corporate America and offers practical advice and solutions to position competitive intelligence systems as the systems of choice for intelligence users. The key is to stimulate demand and the author tells us why and how. A must read for intelligence providers, for managers and intelligence users, and for management program faculty and students in our colleges and universities. The author identifies missing links in the system--purpose, domain, terminology, and research. He identifies value-added opportunities for strengthening competitive intelligence programs by focusing on user needs and benefits. How to define and measure the benefits of a Competitive Intelligence program, as the primary source of competitive advantage, the key question plaguing intelligence providers, is addressed and answered.

About the Author WALTER D. BARNDT, JR. is Professor of Management, The Hartford Graduate Center. Since 1983, he has taught the only continuous competitive intelligence course in a U.S. graduate school management program. He serves as a director of the Society of Competitive Intelligence Professionals and has published recent articles in *The Competitive Intelligence*, *The Journal of the Association of Global Strategic Information*, and *The Journal of Business Strategy*.