

The handbook of market intelligence : understand compete and grow in global markets

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Abstrak

This resource gives readers a step-by-step roadmap for establishing, conducting, and further developing competitor intelligence programs within an organization, turning market data into actionable insights. It is full of best practice advice based on hundreds of real-life international case studies. The material is backed up by extensive global survey data, providing readers with benchmark data on how intelligence programs are being organized, operated, and resourced worldwide. From the vast amount of examples, the authors have distilled Six Key Success Factors for organizing future-oriented corporate intelligence programs"-- Provided by publisher.

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