

## Early warning: using competitive intelligence to anticipate market shifts, control risk, and create powerful strategies

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### Abstrak

Surprise is rarely a good thing in business. Unexpected developments range in their effects from inconvenient to disastrous. To avoid being blindsided, companies must develop a Competitive Early Warning system, or CEW, which combines strategic planning, competitive intelligence, and management action. Such systems let organizations manage risk more effectively and prevent "industry dissonance" -- when market realities outpace corporate strategies. Early Warning reveals how to: \* Change strategy to meet new realities \* Learn from the mistakes of others via the book's eye-opening stories \* Avoid common tactics like benchmarking and using consultants, which may do more harm than good \* Tell executives what they need to know -- not what they want to hear Each chapter ends with a Manager's Checklist of key points, and the book includes numerous charts, tables, and tools. With strong opinions and wry humor, world-recognized expert Gilad reveals how to anticipate and react to early signs of trouble.