



The Manager's Guide to Competitive Intelligence

John J. McGonagle, Carolyn M. Vella

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There is very little material available that provides practical, hands-on assistance for the CI professional who is providing CI to one client—his or her employer—and who constitutes the largest single group of CI practitioners in existence. This book meets that need by serving as a desk reference for CI managers to help them understand their own circumstances and determine what works best for them.

Competitive intelligence (CI) is now becoming a mature profession. With that maturation comes the need to develop and understand the how's and why's of managing CI, as distinguished from understanding how CI works. There is very little material available that provides practical, hands-on assistance for the CI professional who is providing CI to one client—his or her employer—and who constitutes the largest single group of CI practitioners in existence. This book meets that need by serving as a desk reference for CI managers to help them understand their own circumstances and determine what works best for them. In addition to providing hints on diagnosing individual situations, many forms and checklists that the manager can use immediately are included.



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