

Competitive Intelligence

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ihr unternehmen wurde gehackt sie wissen es nur noch nicht die zahlen sind alarmierend drei viertel aller deutschen unternehmen waren bereits von cyberattacken betroffen die dunkelziffer dürfte höher sein denn im schnitt vergehen 170 tage bis cyberangriffe überhaupt entdeckt werden die schäden gehen in die milliarden und können existenzbedrohend sein thomas r köhlers neues buch ist der schutzschild für führungskräfte und topmanagement kleiner und mittelständischer unternehmen es sensibilisiert sie für akute gefahren und rüstet sie mit dem nötigen basiswissen um sich gegen online erpressung datendiebstahl oder betriebsspionage zu rüsten so schaffen sie die größtmögliche sicherheit für ihre daten

learn to evaluate and apply statistics in medicine medical research and all health related fields a doody s core title for 2023 basic clinical biostatistics provides medical students researchers and practitioners with the knowledge needed to develop sound judgment about data applicable to clinical care this fifth edition has been updated throughout to deliver a comprehensive timely introduction to biostatistics and epidemiology as applied to medicine clinical practice and

research particular emphasis is on study design and interpretation of results of research the book features presenting problems drawn from studies published in the medical literature end of chapter exercises and a reorganization of content to reflect the way investigators ask research questions to facilitate learning each chapter contain a set of key concepts underscoring the important ideas discussed features key components include a chapter on survey research and expanded discussion of logistic regression the cox model and other multivariate statistical methods extensive examples illustrate statistical methods and design issues updated examples using r an open source statistical software package expanded coverage of data visualization including content on visual perception and discussion of tools such as tableau qlik and ms power bi sampling and power calculations imbedded with discussion of the statistical model updated content examples and data sets throughout

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integrated intelligence as a competitive advantage how can companies profit

from artificial intelligence so far most firms use ai tools primarily for enhancing efficiency and automating jobs however artificial intelligence provides many more opportunities ulrich lichtenthaler shows that companies can achieve an unbeatable competitive advantage by making ai a core part of their innovation strategies the targeted integration of human and artificial intelligence which goes beyond standardized applications enables an enhanced form of intelligence a super intelligence or intelligence x this book will show executives hr professionals and consultants how to gradually develop intelligence x in large and medium sized organizations and how to use smart leadership principles and the i3 integrated intelligence incubator as tools for building a unique intelligence architecture with detailed guidelines for implementation and with many examples from the world s most innovative companies as well as from start ups integrated intelligence reveals how executives can achieve a sustainable competitive advantage through intelligence based business models

in the first book designed for businesses of all sizes and managers at every level larry kahaner explains the increasingly vital practice of competitive intelligence and how american companies can use it for success with a wealth of case studies kahaner shows how to profile your competitors executives to unmask their decision making processes the line between legal and illegal or unethical activities how to protect your own company against your competitors intelligence operations competitive intelligence is a practical guide to turning raw information into priceless knowledge and winning business strategy

competitive intelligence for the competitive edge unlocks the secrets to competitive intelligence the process of collecting analyzing and acting upon information about your competitors and the competitive environment this book shows you how to improve the effectiveness of your marketing efforts by understanding what your competitors are really up to and then making that knowledge work to your and your company s advantage apply competitive intelligence for the competitive edge offers professional marketers researchers and account managers a detailed introduction to the professional practice of competitive intelligence and provides numerous examples of competitive plus author alan dutka gives insight into the most effective data gathering analysis and storage techniques research strategies and the latest tools available to business professionals for competitive intelligence pursuits

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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going forward plans there s no better guide through these mind expanding questions than acclaimed best selling author gerard blokdyk blokdyk ensures all competitive intelligence best practices essentials are covered from every angle the competitive intelligence best practices self assessment shows succinctly and clearly that what needs to be clarified to organize the required activities and processes so that competitive intelligence best practices outcomes are achieved contains extensive criteria grounded in past and current successful projects and activities by experienced competitive intelligence best practices practitioners their mastery combined with the easy elegance of the self assessment provides its superior value to you in knowing how to ensure the outcome of any efforts in competitive intelligence best practices are maximized with professional results your purchase includes access details to the competitive intelligence best practices self assessment dashboard download which gives you your dynamically prioritized projects ready tool and shows you exactly what to do next your exclusive instant access details can be found in your book you will receive the following contents with new and updated specific criteria the latest quick edition of the book in pdf the latest complete edition of the book in pdf which criteria correspond to the criteria in the self assessment excel dashboard example pre filled self assessment excel dashboard to get familiar with results generation in depth and specific competitive intelligence best practices checklists project management checklists and templates to assist with implementation includes lifetime self assessment updates every self assessment comes with lifetime updates and lifetime free updated books lifetime updates is an industry first feature which allows you to receive verified self assessment updates ensuring you always have the most accurate information at your fingertips

in the modern world of business management the aim of competitive intelligence ci is to gain competitive advantage through the investigation and analysis of market and competitive information this book offers a fundamental and practical introduction to the conceptions techniques and practice of ci a number of case studies on international companies highlight the different aspects of ci in practice the book looks at methods of resolution ideas and techniques including how to carry out research effectively manage information overload and use analysis tools intelligently the ci implementation process is also a key theme within the book strategic competitive analysis is essential in order to develop a successful business strategy plan ahead and eventually gain

measurable competitive advantage the competitive intelligence approach is geared towards this this book is a practical introduction to the concepts techniques and uses of ci

the one stop source powering competitive intelligence success jam packed with ready to use insights for success loaded with all the data you need to decide how to gain and move ahead an one of a kind book based on extensive research this reveals the best practices of the most successful competitive intelligence knowledge mavens those who are adept at continually innovating and seeing opportunity where others do not this is the first place to go for competitive intelligence innovation in today s knowledge driven business environment professionals face particular challenges as their purpose is to discover or develop new concepts products or processes the pressure to perform is intense this title is the entryway to a single source for innovation bonus included with the book come numerous real world competitive intelligence blueprints presentations and templates ready for you to download and use this book addresses the crucial issue of competitive intelligence adoption by presenting the facts to move beyond general observation the model underpinning this book has been used as a predictive decision tool tracking thousands of innovations for over more than a decade and this all encompassing analysis focuses on key areas of future competitive intelligence growth

to beat your competitors you must know exactly what they are doing it is impossible to put together a successful competitive strategy if you are unsure what your competitors are doing what they plan to do or even who your competitors really are as markets evolve even more rapidly and companies adapt their plans much faster the demand for competitive intelligence has spiralled christopher west an expert in the field shows you how to collect analyse and use competitive intelligence from a variety of sources including the internet and change your competitive strategy accordingly

strategic intelligence si has mostly been used in military settings but its worth goes well beyond that limited role it has become invaluable for improving any organization s strategic decision making process the author of strategic intelligence business intelligence competitive intelligence and knowledge management recognizes synergies amo

competitive intelligence and decision problems the development of a research

teaching or application of competitive economic intelligence requires a strategic and transverse vision in regards to related issues it is essential to integrate the role of culture when interpreting results either from the training of a specialist or in respect to a country or region the authors of this book members of an expert group supported by the cnrs in france bring all of their talents together to create a comprehensive book that does just this and more

do you believe that intelligence not data can shape better business decisions do you want to explore how to gather analyze and share competitive intelligence do you want to learn what it takes to build efficient competitive intelligence programs then the competitive intelligence playbook is for you in this book you will find the main ingredients you need to take your competitive intelligence program to the next level you will learn how to build manage and optimize your program you will learn how to move your program from the tactical to the strategic level of your organization most importantly you will learn how to extract the most business value from the program let the journey begin

the holy grail for most organisations is the successful attainment and retention of inimitable competitive advantage this book addresses the question of how to leverage the unique intangible assets of an organisation its explicit implicit acquired and derived knowledge the refreshingly innovative concept of intelligence based competitive advantage is one which will eclipse the cost driven and resource reduction attitudes most prevalent in the first decade of this century tomorrow s organisation will need to derive ibca through the expert execution of bespoke competitive intelligence practice unique analytical processes pioneering competitive strategy formulation and timely execution of all three if they are to succeed this volume consists of insights from competitive intelligence practices at both country and organisational level competitive analysis processes within the firm and within challenging sector and economic environments and competitive strategy formulation in profit non profit real and virtual world contexts it is essential reading for anybody wishing to gain a formal understanding of the practical and intellectual challenges which will face organisations in the future as they strive to achieve strategic foresight and intelligence based competitive advantage this book was originally published as two special issues of the journal of strategic marketing

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