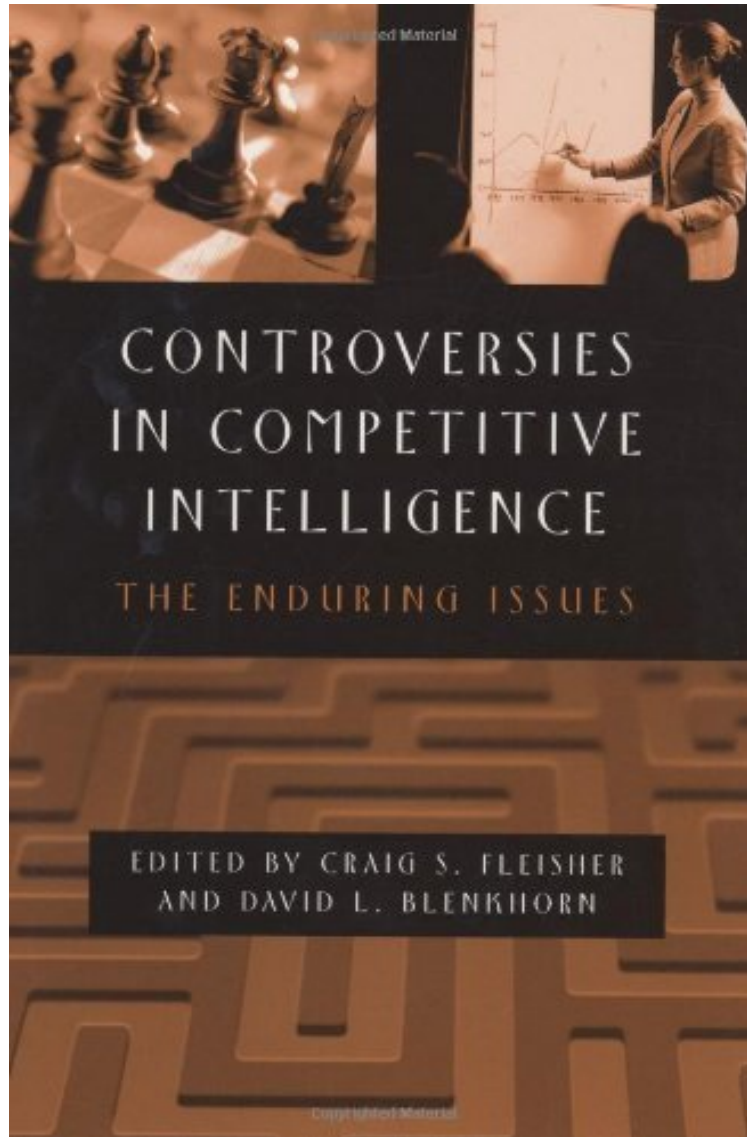


Controversies in Competitive Intelligence: The Enduring Issues

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From Praeger : **Controversies in Competitive Intelligence: The Enduring Issues** before purchasing it in order to gage whether or not it would be worth my time, and all praised **Controversies in Competitive Intelligence: The Enduring Issues**:

6 of 6 people found the following review helpful. framing and answering a variety of CI questionsBy B. Hohhof**Controversies in Competitive Intelligence** is as different from User-Driven Competitive Intelligence as one can imagine. In this book, Craig and David have asked other writers to join them in framing and then answering, a bewildering variety of questions. And, to their collective and individual credit, every chapter comes to grip with the

important question it is charged with dissecting. Of more than passing interest to those seeking to know if CI is truly global yet (a question not asked in this book), 21 of the 22 contributors are working or teaching in Canada, and the other one is in Australia. Who would like this book? It is not a matter of like, but a matter of need. Frankly, I think that anyone seriously involved in or even interested in CI, whether as an academic, an internal manager, an outside consultant, or as an official involved with SCIP, should read this. Why? Because this book affirmatively raises hard questions, and then provides an unflinching look at each. Each chapter takes the reader through an understanding of the particular issue, sets out an approach to analyzing it, and then comes to its own conclusion on what is the right answer. That does not mean you will agree with what all of the authors have said. In fact, I cannot imagine that you would do so. If you read every chapter, you must inevitably come to those with which you disagree, but which you must honestly acknowledge that the authors do a fine job of setting out an answer. I found that I was muttering, in more than one place, "Well yes, but..." That means that the author's approach is causing me to think about the issue. And it should cause you to think as well. And for that I give it high marks. Excerpt from review written by John J. McGonagle, Book editor for Competitive Intelligence Magazine, published in the September/October 2003 issue by SCIP [...]

3 of 3 people found the following review helpful. Unafraid to tackle the tough matters head on By Heath C. Sturt I've now read about a dozen CI-oriented books in the last twelve months and *Controversies in Competitive Intelligence* stands out from the rest of them for tackling head-on some of the more troubling matters long affecting the field. Not too dissimilar in format from the last book I read by these authors (see my review of "Managing Frontiers in Competitive Intelligence"), it consists of two dozen chapters, mostly by different authors who work in the CI field, and addresses the questions that many of us, including me, have been dealing with for years. Several chapters thoroughly piqued my interest, especially the ones that dealt with avoiding over-reliance on the internet for CI work (Chapters 7, 8, and 10) - something I see far too many of my corporate clients succumbing to, the growing debate over the field itself - best demonstrated by Fleisher's chapter 5 on what to call the field and chapter 3 whether those doing it are professionals, and the chapters that deal with CI's relationship to other organizational processes such as marketing (Chapter 22 by Blenkhorn), knowledge management (Chapter 23 by Knip), MIS (Chapter 13 by Nikkel), and CRM (see the very interesting Chapter 12 by Davis). Although I viewed these as the most valuable, there were no chapters in the book that I didn't find at least somewhat interesting and thought-provoking. The book won't provide all the answers we need to answer the questions it poses. Many of the chapters in the book could likely be treated in book length manuscripts themselves - and some of them deserve that treatment sooner rather than later. Having said that, this book is a very worthy and unique addition to the working bookshelf of any serious CI consultant or practitioner, is among the most insightful and valuable recently released in this field, and is easily worth the time to thoroughly read through its meaty 350 pages.

Chosen for their clear, direct relevance to scholars and practitioners in the volatile field of competitive intelligence, the 24 issues evaluated here represent the cutting edge of CI's most pressing concerns. Current, scholarly, pragmatic, and among the first of its kind, this book presents the heart of the field in a way that even the relatively uninitiated can grasp and quickly apply. The authors cover the latest technological advances and their relation to the tools most valued by CI professionals. They also show that despite its enormous range of possibilities, CI has limits. Navigating the ever-changing organizational and marketplace environments is difficult. A key debate involves what should and shouldn't be done to maximize the beneficial power of CI. Fleisher, Blenkhorn, and the book's contributors present the crucial points of this debate. This book is perfect for practitioners seeking guidance, but also as a supplemental text for students in such courses as marketing strategy and planning, business-to-business marketing, and competitive intelligence itself.

"Navigating the ever-changing business and marketplace environments is difficult in this field, and a key debate involves what should and should not be done to maximize the beneficial powers of CI. Contributors discuss the latest technological advances and their relation to the tools valued by CI professionals." -Business Horizons

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About the Author CRAIG S. FLEISHER is the Chief Learning Officer, Aurora WDC, Wisconsin, USA. He has been President of the international association of Strategy and Competitive Intelligence Professionals (SCIP), inaugural chair of the

Competitive Intelligence Foundation, founding editor of the Journal of Competitive Intelligence and Management, a SCIP Meritorious Award winner and Fellow. A former business school dean, university research chair holder, MBA director, and board member of multiple organizations and scholarly journals, he has held senior university positions in six countries and is/has been a popular keynote speaker, workshop facilitator and trainer to several hundred private and public-sector organizations in over 40 countries. David L. Blenkhorn is Professor of Marketing at the School of Business and Economics, Wilfrid Laurier University. There he teaches, researches, and consults in the areas of competitive intelligence, business-to-business marketing, customer relationship management, and supply chain management. With Craig S. Fleisher, he is co-editor of *Controversies in Competitive Intelligence and Managing Frontiers in Competitive Intelligence*. Fleisher and Blenkhorn are co-editors of *Managing Frontiers in Competitive Intelligence* as well as *Competitive Intelligence and Global Business*.