

From Knowledge To Intelligence - , G. Scott Erickson

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In the New Economy, intelligence will be essential for firms to gain competitive advantage-not just information or knowledge. Competitive intelligence, or the strategic gathering of knowledge about competitors, climate, trends, new products, has a long and successful history of generating competitive advantage. In this book, Rothberg and Erickson demonstrate how corporations can combine their competitive intelligence gathering with their internal knowledge management gathering into one dynamic system. Using real-world cases from the corporate world, the authors show how the strategic use of this combined system generates measurable competitive advantage. Topics covered include how to develop your strategy for sharing and gathering knowledge across the value chain, sustainable product development and innovation, manufacturing improvement, CRM and marketing, and developing a corporate-wide global knowledge strategy. Author: Rothberg, Helen Author: Erickson, G. Scott Publisher: Routledge Illustration: N Language: ENG Title: From Knowledge to Intelligence Pages: 00400 (Encrypted EPUB) / 00400 (Encrypted PDF) On Sale: 2004-09-07 SKU-13/ISBN: 9780750677622 Category: Business & Economics : General Category: Business & Economics : Management - General Category: Business & Economics : Information Management

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