



Competitive Intelligence : How to Gather, Analyze, and Use Information to Move Your Business to the Top

Larry Kahaner

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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.

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