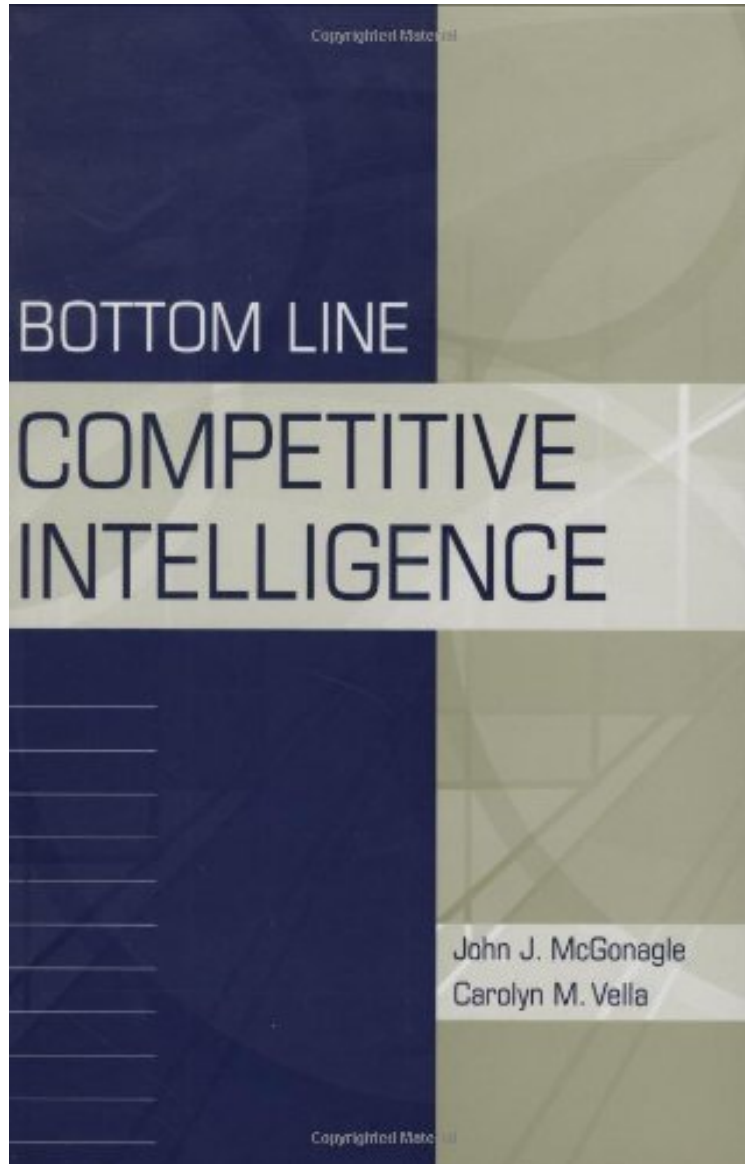


(Free) Bottom Line Competitive Intelligence

Bottom Line Competitive Intelligence

John J. McGonagle, Carolyn M. Vella
*ePub | *DOC | audiobook | ebooks | Download PDF*



[Download](#)

[Read Online](#)

#3984179 in eBooks 2002-09-30 2002-09-30 File Name: B000QCQWIG | File size: 72.Mb

John J. McGonagle, Carolyn M. Vella : Bottom Line Competitive Intelligence before purchasing it in order to gauge whether or not it would be worth my time, and all praised Bottom Line Competitive Intelligence:

2 of 2 people found the following review helpful. A good, but not excellent, bottom line
By Heath C. Sturt
This is a most interesting and unique CI book. It tries to do what most other books only address in passing - that is, to clarify the bottom-line impact of CI. This question is one that a number of my clients have had over the years and is a difficult question to answer. McGonagle and Vella provide what is one of the most descriptive and thorough processes I've seen yet for dealing with the "value" of CI - and that is no easy feat. I'm not certain they truly identified CI's bottom

line value - and I don't think their discussion will allow us to generate a clean ROI number for example, but they did cover the wide range of factors that impact whether CI is useful to a company or not, and for that alone they deserve much praise. The book, like the authors' previous efforts I've seen - and I note that they've written a good number of them through the years, is carefully written and systematic. That is something I both appreciate, and also find a bit frustrating, at the same time. I appreciate their step-wise walk in the chapters through the types of intelligence - active and defensive, as well as their lengthy discussion of sources - of which chapter 6 on sources is a good example of the benefits and drawbacks of their style. My frustration arises not from the discussion itself, but in the manner in which it is laid out as lengthy lists in the form of chapters - it does not make for easy reading but rather kind of a guidebook to be used on an as-needed basis during research. They also have pages and pages of charts - an example is the back half of chapter 4 on the divisions of CI, which I normally like, except that these charts look like a consumers buyers guide, go on for several pages at a time, and don't always have the headings running across the top of the pages or the codes on each page, making them hard to follow and interpret. Having said all these things, this is a valuable effort - and will add to the bottom-line of any practitioner's understanding of the field. I think they've mostly missed out helping us better understand the financial return of CI that most execs I speak to want to know, but have helped us better understand its return in terms of the utility that CI practices can generate for an organization. I'd recommend this book to experienced practitioners, and to individuals who lead CI efforts in their corporations. It is not as useful for beginners in the field, who would value more from one of these authors' previous efforts like the "Internet Age of CI," for example.

Almost two decades after it emerged as an essential business tool, competitive intelligence is still finding its way. Despite its recognized importance, companies struggle to acquire the kind of intelligence they need and measure its effectiveness and value. This book provides essential tools for selecting the right kind of CI and assessing its contributions to a company's financial performance. The authors identify three fundamental, intertwined mistakes a company can make, showing how to evaluate them and repair the damage they may have done. McGonagle and Vella dissect the current state of CI, survey its evolution into five distinct yet overlapping types, develop a framework for determining which types fit special needs, and evaluate means of communicating CI up and down the line. They discuss the most common raw data source categories, the bases of support for all CI analyses, and the workings of metrics in general. CI professionals and related end users are provided with a process they can employ immediately, right out of the box, which will not only help them select the right metric but will prove invaluable as they seek to evaluate the future metrics that are sure to come.

..."This book provides the tools and techniques to better understand what type of CI to use, and then shows where and how that CI can contribute to the bottom line....This is a highly insightful book and excellent reading for the more experienced CI professional. I highly recommend it to not only CI professionals, but also planning executives and product, brand, and category managers--in fact, anyone who is serious about developing a CI process that will keep their company one step ahead of the competition."-Competitive Intelligence Magazine"Here are the essential tools for selecting the right kind of competitive intelligence and assessing its contribution to a company's financial performance."-Business Horizons"Here are the essential tools for selecting the right kind of competitive intelligence and assessing its contribution to a company's financial performance."-Business Horizons"...This book provides the tools and techniques to better understand what type of CI to use, and then shows where and how that CI can contribute to the bottom line....This is a highly insightful book and excellent reading for the more experienced CI professional. I highly recommend it to not only CI professionals, but also planning executives and product, brand, and category managers--in fact, anyone who is serious about developing a CI process that will keep their company one step ahead of the competition."-Competitive Intelligence Magazine.. "This book provides the tools and techniques to better understand what type of CI to use, and then shows where and how that CI can contribute to the bottom line....This is a highly insightful book and excellent reading for the more experienced CI professional. I highly recommend it to not only CI professionals, but also planning executives and product, brand, and category managers--in fact, anyone who is serious about developing a CI process that will keep their company one step ahead of the competition."-Competitive Intelligence Magazine

About the Author JOHN J. MCGONAGLE is an attorney, economist, author of numerous books and articles, and an international speaker and seminar leader. Recipient of the Fellows Award from the Society of Competitive Intelligence Professionals, he is author or coauthor of 12 books. CAROLYN M. VELLA is founder of the Helicon Group of Blandon, Pennsylvania. Author of many articles, she is also an international speaker and seminar leader. With John McGonagle she is coauthor of nine books.