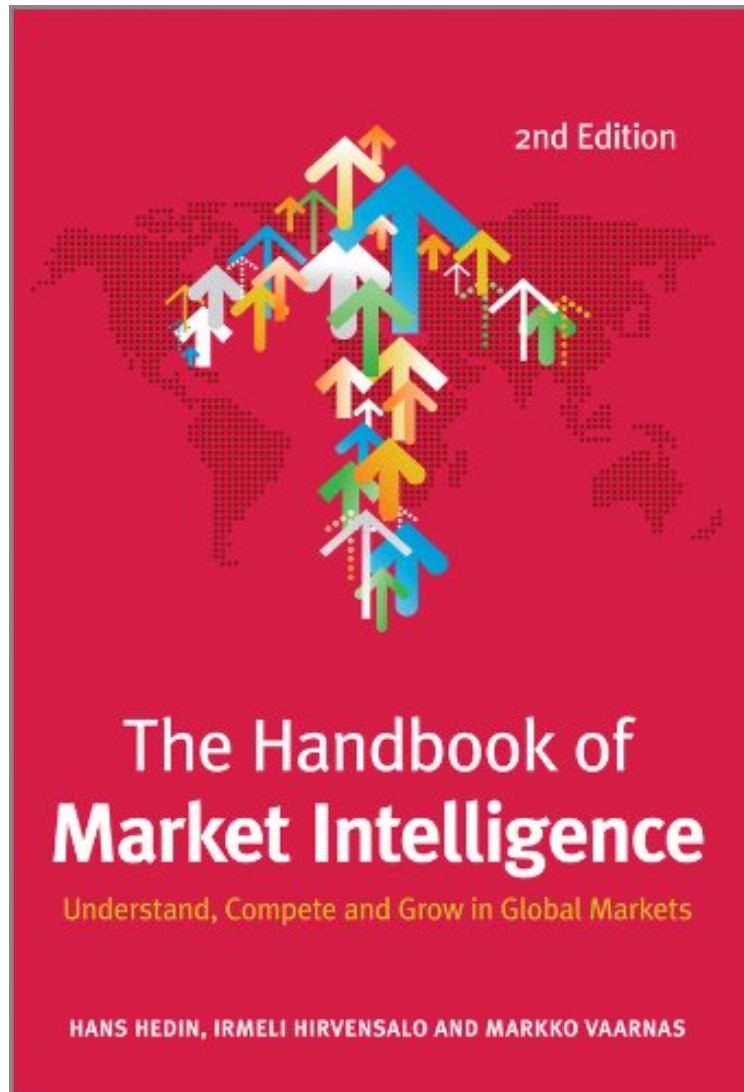


# The Handbook of Market Intelligence: Understand, Compete and Grow in Global Markets

*Hans Hedin, Irmeli Hirvensalo, Markko Vaarnas*  
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**Hans Hedin, Irmeli Hirvensalo, Markko Vaarnas : The Handbook of Market Intelligence: Understand, Compete and Grow in Global Markets** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Handbook of Market Intelligence: Understand, Compete and Grow in Global Markets:

An important update to this roadmap for the development of a corporate intelligence program Market intelligence is the distinct discipline by which organisations systematically gather and process information about their external

operating environment in order to facilitate accurate and confident decision making that is based on insight. For companies to thrive in the global post-recession marketplace, their management needs future-oriented business information. The Handbook of Market Intelligence provides a one stop shop, step-by-step roadmap for establishing, conducting and further developing corporate intelligence programs within an organisation and then shows how organisations can turn market data into actionable insights. • Full of best practice advice from hundreds of real-life international case studies • Outlines the anticipated future trends in Strategic Market Intelligence based on unique global survey data • Provides guidance on extracting relevant, useful and accurate market information that can be used for successful business development

From the Inside Flap Global companies spend millions of dollars on conducting Market Intelligence each year. Yet only 10% have achieved Market Intelligence capabilities that are truly world class. Such companies enjoy much higher efficiencies in decision making and strong return-on-investment on their Market Intelligence budgets. What are their secrets? What can the other 90% do in order to ensure they have their Market Intelligence scope, processes, deliverables, tools, organization and culture right? Get an insiders' look at how the world's best international companies use Market Intelligence. This book provides over 40 enlightening case studies from companies such as Cisco Systems, ABB, Dunkin's Brands and Statoil, as well as findings from two global surveys on Market Intelligence programs and trends. It also features a step-by-step roadmap to help companies raise their intelligence ambitions, by using the six Key Success Factors outlined in the World Class Market Intelligence Framework developed by the authors. Readers will be able to implement the practical ideas immediately and drive the systematic development of their own world class market intelligence functions — as well as benchmark their own results against global best practices. This second edition of the Handbook of Market Intelligence features the most recent, 2013 Global MI Survey results, a review of the latest developments in MI software tools, and an entirely new chapter about demonstrating the impact of MI on business success.

From the Back Cover "This book provides a very useful and practical framework to guide the development of a Market Intelligence function that serves as a tool for competitive advantage. The use of multiple and diverse business cases helps readers to understand the implementation of key concepts and provides a set of practical lessons to facilitate this important journey for any organization." — Carlos Jose Fonseca, SVP/Group Head Global Marketing Strategy, Planning and Analytics, MasterCard

"Forward looking market understanding is what any CEO needs for securing successful business today and into the future. But how does one manage that in a global organization with thousands of employees? This book neatly lays out the steps to turn systematic Market Intelligence from an ideal to everyday reality." — Harri Kerminen, former President and CEO, Kemira

"We used GIA's Key Success Factors (KSFs) framework as we've analyzed our own Intelligence function. It is a very easy way to allow your function to become self-aware, identify your gaps and then build your capabilities in an on-purpose fashion." — Phil Britton, Market Intelligence Lead, Competitive Strategies Group, Best Buy

"The authors have presented a diverse look at Market Intelligence based on their experiences garnered from consulting projects with many firms around the globe. The book combines theoretical issues underlying Market Intelligence with proven real-life case examples. The book's projected trends in Market Intelligence towards 2015 give lots of food for thought. This professional book would be a good addition to the library of any Market Intelligence practitioner and those who are involved in strategic planning." — Dr David Blenkhorn, Ph.D., Wilfrid Laurier University, Waterloo, Ontario, Canada

"In my experience, there's no shortage of books that advise the reader on analysis techniques and the correct phases of a solid intelligence process. What's been missing so far is an umbrella view that addresses all elements of Market Intelligence development in a structured and approachable fashion. This book provides that." — Henning Heinrich, Vice President Market Intelligence, T-Systems International

"Comprehensive, practical, to the point; a must read for any strategy, marketing and intelligence director!" — Anders Marvik, Vice President, Corporate Strategy, Statoil

About the Author Hans Hedin has a strong track record in the area of Market/Competitive Intelligence consulting. He spends most of his time advising companies on setting up and further developing their corporate intelligence programs, while being a recognized speaker and workshop leader in the field of strategic Market Intelligence. He runs Market Intelligence (MI) Programs, Scenario Analysis workshops and Intelligence Analysis training coaching at GIA. Mr Hedin joined Global Intelligence Alliance in 2003, having previously worked in the consulting and banking industries and in the public sector. Irmeli Hirvensalo worked for GIA during the years 2001-2012 in a variety of positions ranging from process consulting and analysis to sales and strategic marketing. She is a regular presenter and lecturer about Market Intelligence topics in both commercial seminars and academic institutions. Since 2012, Hirvensalo has been developing MI processes as Market Insights Manager at Ahlstrom Corporation, a global high performance materials company. Markko Vaarnas is the CEO and co-founder of GIA Group, founded in 1995, and has been responsible for the general management and international business development of the group since the beginning. He has steered the development of the company from the ground up to an organization with offices around the world. Vaarnas is a frequent presenter at international seminars and training

events, while also leading consulting projects in Europe, USA and Asia.