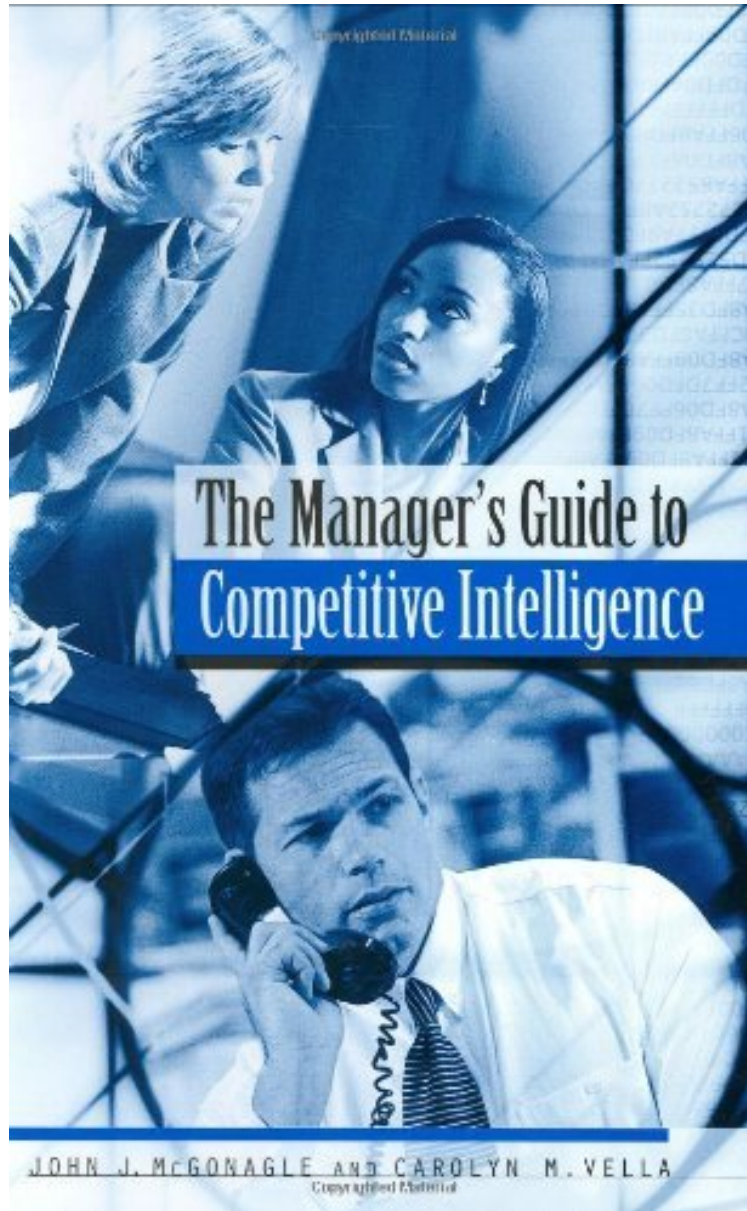


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The Manager's Guide to Competitive Intelligence

John J. McGonagle, Carolyn M. Vella
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John J. McGonagle, Carolyn M. Vella : The Manager's Guide to Competitive Intelligence before purchasing it in order to gage whether or not it would be worth my time, and all praised The Manager's Guide to Competitive Intelligence:

2 of 2 people found the following review helpful. A Must Read for the CI ManagerBy A CustomerThe team of McGonagle and Vella have done it again!The Manager's Guide to Competitive Intelligence is a most useful book for

two different groups of people. First, it will be of immense use to those persons that have been asked by their manager to start a competitive intelligence unit. The authors cover everything possible from hiring, to managing, legal and ethical issues, working with management, salary scales, etc. In short the person new to CI will walk away with a complete outline on how to get started. The second group are those persons that have been in CI for about 3-5 years and wish to refresh themselves with networking, working with management, salaries, and skill sets. What I like most about this book is that the authors have researched the field and incorporated a lot of material into one central place - their book. This will make it easier for the reader to locate source materials. For those persons with a strong interest in competitive intelligence, this is another McGonagle/Vella book they will have to add to their collections. Mark Robinson The author of "Beyond Competitive Intelligence." 1 of 1 people found the following review helpful. Solid but not ground-breaking By A Customer This book is a solid text that provides a good range of the basics about managing a CI effort. The authors know their material well and present it in painstaking detail (too much?) in places. The book doesn't read easily and actually flows more like an elaborate outline than a well-written story. This will benefit those new to managing CI units and might even be of some help to those with a few more years in the field. I doubt it will break new ground for experienced CI managers. It is likely to be of at least some value to most readers interested in the field. 0 of 1 people found the following review helpful. Helpful New Addition to the CI Literature By A Customer I purchased The Manager's Guide to Competitive Intelligence a few weeks ago, and I've found particularly useful the chapter on 'Going Outside for Help'. The '10 Questions to Ask a CI Consultant' are very useful for evaluating potential consultants. The authors' writing style is straight-forward, and this book is a great new addition to the CI literature

There is very little material available that provides practical, hands-on assistance for the CI professional who is providing CI to one client; his or her employer; and who constitutes the largest single group of CI practitioners in existence. This book meets that need by serving as a desk reference for CI managers to help them understand their own circumstances and determine what works best for them. Competitive intelligence (CI) is now becoming a mature profession. With that maturation comes the need to develop and understand the how's and why's of managing CI, as distinguished from understanding how CI works. There is very little material available that provides practical, hands-on assistance for the CI professional who is providing CI to one client; his or her employer; and who constitutes the largest single group of CI practitioners in existence. This book meets that need by serving as a desk reference for CI managers to help them understand their own circumstances and determine what works best for them. In addition to providing hints on diagnosing individual situations, many forms and checklists that the manager can use immediately are included.

"In The Managers Guide to Competitive Intelligence, McGonagle and Vella offer comprehensive guidelines for CI managers to achieve their goals. They cover the responsibilities and duties, and give strategic direction for managers trying to find their way in this important, but often overlooked, discipline.... Get this book and read every page - highlighting, earmarking, or annotating every part that is needed in your organization, but not possible with a single-person staff. Then pass it on to your boss, the one who controls your budget and keeps asking how you are doing. Add a note: "You need CI information - fast, cheap, or accurate - choose any two." If you can get the boss to read this book and understand what you must do, your job will be much easier." - Business Information Alert

In The Managers Guide to Competitive Intelligence, McGonagle and Vella offer comprehensive guidelines for CI managers to achieve their goals. They cover the responsibilities and duties, and give strategic direction for managers trying to find their way in this important, but often overlooked, discipline.... Get this book and read every page - highlighting, earmarking, or annotating every part that is needed in your organization, but not possible with a single-person staff. Then pass it on to your boss, the one who controls your budget and keeps asking how you are doing. Add a note: "You need CI information - fast, cheap, or accurate - choose any two." If you can get the boss to read this book and understand what you must do, your job will be much easier. - Business Information Alert

About the Author JOHN J. MCGONAGLE is Managing Partner of the Helicon Group. Formerly a regular columnist for Competitive Intelligence Magazine, he is the author of numerous articles in the areas of competitive intelligence, law, economics, and business, and he has co-written several books on competitive intelligence. He is the recipient of the 1998 Fellows Award from the Society of Competitive Intelligence Professionals. CAROLYN M. VELLA is the founder of the Helicon Group. The author of numerous articles on competitive intelligence, she is the recipient of the Meritorious Award from the Society of Competitive Intelligence Professionals.