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The Handbook of Market Intelligence provides a concise, complete structured roadmap for establishing, conducting and further. developing corporate intelligence programs within an organisation but also shows how an organisation can turn market data into actionable insights to be applied.

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The Handbook of Market Intelligence lays out the territory of what MI is, who is using it, and why it is valuable to the business as a whole and to different specialisations, such as marketing. It is strongly supported by short case studies, which supplement the systematic overview with meat-on-the-bones, and, in doing so, offer insights and solutions to problems otherwise not covered.

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About this book. 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 Show all.

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Summary. This chapter briefly introduces the elements in an intelligence organization, and explains the evolutionary path that an intelligence organization typically follows after its initiation. Intelligence organization is a key success factor of world class market intelligence. It refers to the people and informed resources that make the intelligence process happen.

~~Intelligence Organization — The People and Resources that ...~~

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