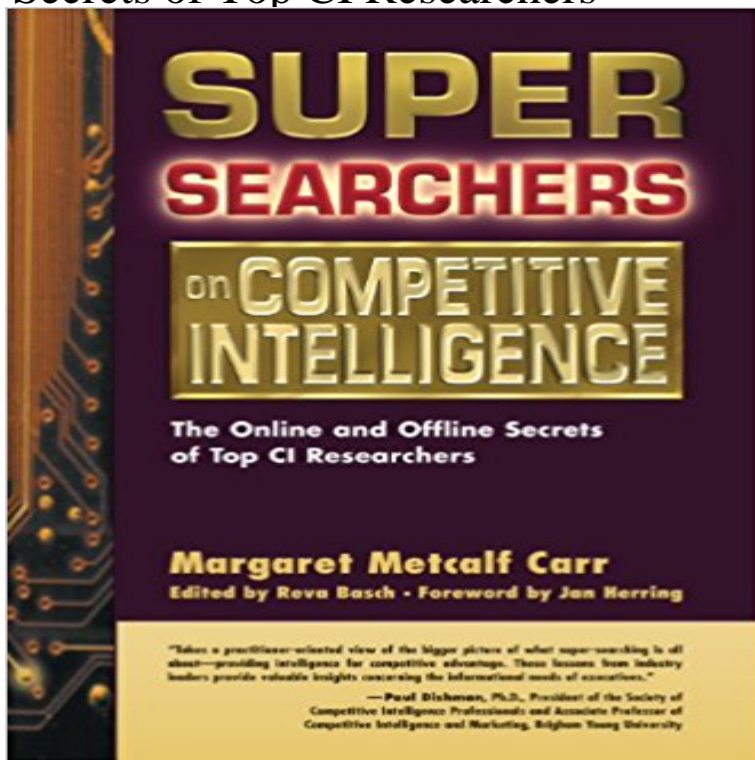


# Super Searchers on Competitive Intelligence: The Online and Offline Secrets of Top CI Researchers



Companies operating in today's roller-coaster economy have increasingly turned to competitive intelligence (CI) as an effective means of building and maintaining a business edge. Revealing their secrets for monitoring competitive forces and keeping on top of the trends, opportunities, and threats within their industries, this book presents 15 leading CI researchers and their hard-earned secrets. These CI researchers are from such Fortune 100 firms as Compaq Computer, Dell Computer, Lockheed Martin, Merck, and United Technologies. The tips, techniques, and models provided can be successfully applied to any business intelligence project, and the range of sources and strategies discussed will help any organization stay several steps ahead of the competition.

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