



Commercial competitor intelligence gathering, analysis, evaluation(Chinese Edition)

By YING GUO) KE LI SI WEI SI TE

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Pages Number: 244 Publisher: China Foreign Economic and Trade Press Pub. Date :2005-1-1. Book in the industry through market research and later in his career in intelligence work experience gained. to focus on competitive intelligence gathering and analysis techniques. Contents: Preface Chapter 1 competition I fact that the definition of monopolistic competition 3 5 to compete in what terms Marketing and competitive strategy 6 7 9 the company's competitive environment. competition 10 Chapter II-scale application of intelligence information 13 14 15 noteworthy companies reduce the range of 18 alternative application of intelligence-gathering technology and other means to obtain information 20 Chapter 22 competition 25 development of competitive intelligence information as a formal act of the impact of competitive intelligence development 26 29 growth factors binding factor in the development of competitive intelligence competitive analysis framework 32 Chapter 34 picture 35 picture competitive drive changes in behavior and confidentiality 175 39 174 conflict of interest code of ethics 175 market research and competitive intelligence and moral sanctions 178 177 176 regional differences in delivery of information types 42 178 44...



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