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Starting a Competitive Intelligence Function

from The Competitive Intelligence Foundation

2008 / 407 pages / \$69.99 (SCIP members) / \$89.99 (non-members) / ISBN 978-0-9771825-4-1

Starting a CI Function is the definitive text for creating, leading, using, and funding a competitive intelligence effort, and covers the following key topics:

Intelligence Systems Planning: Factors for Success • Developing the Business Case • Selling CI to Senior Management • The Role of KITs • CI Strategy • Ethical Intelligence

Information Collection: Working With Information Professionals • Creating Internal Networks • Building a Global Network • Conference and Trade Show Intelligence

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Industry Focus: Financial Services • Information Technology • Professional Services • Pharmaceuticals

Case Studies

And much, much more

Starting a Competitive Intelligence Function shows you how to identify your organization's competitive intelligence (CI) requirements and defines the necessary elements for creating an effective CI function. This publication provides guidance and information on all aspects of defining and establishing this function, from organizational issues to required resources to internal processes.

Written by recognized CI experts and practitioners specifically for this book, chapter contents contain instructions on how to:

- Define the function's goals, clients, and outputs.
- Create management support.
- Leverage existing resources and create information networks.
- Work within your organization's culture.
- Develop team resources.
- Measure the impact of your CI function.

Additional chapters present case studies of how actual functions developed.

Starting a CI Function, edited by Kenneth Sawka and Bonnie Hohhof, is the third volume in the Competitive Intelligence Foundation's *Topics in CI* series.

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