

MONITORING

THE COMPETITION

Find Out What's Really Going On Over There

LEONARD M. FULD

President and Founder, Information Data Search, Inc.

TECHNISCHE HOCHSCHULE DARMSTADT	
Fachbereich 1	
Gesamtbibliothek	
Betriebswirtschaftslehre	
Inventar-Nr. :	43.099
Abstell-Nr. :	A12/1953
Sortierkennzeichen :	1.2.0

JOHN WILEY & SONS

New York ■ Chichester ■ Brisbane ■ Toronto ■ Singapore

CONTENTS

Monitoring Snapshots	xiii
1. How You Can Profit From Competitor Monitoring	1
2. 10 Easy Ways to Monitor Your Competition	7
3. Super-Monitoring: Motivating Your Entire Organization to Monitor Your Competition	27
4. Unlocking Your Company's Hidden Intelligence Assets	41
5. Storing Intelligence: Is the Computer the Answer?	69
6. Delivering Intelligence: Getting the Right Information to Decision Makers	97
7. Your Library: An Intelligence Goldmine	123
8. Building an Intelligence Department	137
9. Ethical and Legal Guidelines	161
10. A Checklist for Competitor Monitoring	169
Appendix: Survey of Corporate Intelligence Gathering	179