



# Competitive Intelligence For the Competitive Edge

*Alan Dutka*

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**Competitive Intelligence For the Competitive Edge** Alan Dutka

**Get a Leg up on Your Closest Industry Rival!** With years of real-world business experience behind him, author Alan Dutka offers this compelling look at competitive intelligence--the process of collecting, analyzing, and acting upon information about your competitors and the competitive environment--and how it can improve your company's bottom line and give you a leading edge. Taking a true practitioner's approach, *Competitive Intelligence for the Competitive Edge* shows you how to integrate your business's operations--particularly marketing, advertising, and strategic planning--with the latest competitive intelligence techniques in order to achieve positive results in all areas. The author also:

- Reviews the latest tools and techniques for data gathering, storage, and analysis
- Provides helpful insight on information interpretation and dissemination of intelligence within a corporate structure
- Includes numerous real-life examples of using competitive intelligence techniques in actual business situations
- Offers important information on obtaining competitive intelligence information for the global marketplace
- Provides a list of resources for competitive intelligence information

*Competitive Intelligence for the Competitive Edge* is a must-have for any business professional interested in launching a successful competitive intelligence program. **About the Author** Alan Dutka is President of National Survey Research Center, a marketing and opinion research company based in Cleveland, Ohio. He is a frequent lecturer for the American Marketing Association and for the Society for Competitive Intelligence. Mr. Dutka's other published titles include *State of the Art Marketing Research*, second edition, with Al Blankenship, and *The AMA Handbook for Customer Satisfaction*.

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