



# Competitive Intelligence - Simple Steps to Win, Insights and Opportunities for Maxing Out Success

*Gerard Blokdiik*

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## Competitive Intelligence - Simple Steps to Win, Insights and Opportunities for Maxing Out Success

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This is the first place to go for Competitive Intelligence innovation, in today's knowledge-driven business environment, professionals face particular challenges as their purpose is to discover or develop new concepts, products, or processes; the pressure to perform is intense. This title is the entryway to a single source for innovation.

BONUS: Included with the book come numerous real-world Competitive Intelligence blueprints, presentations and templates ready for you to download and use.

This book addresses the crucial issue of Competitive Intelligence adoption by presenting the facts to move beyond general observation. The model underpinning this book has been used as a predictive decision tool, tracking thousands of innovations for over more than a decade.

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