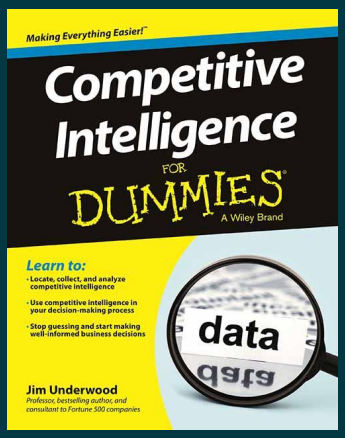
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Competitive Intelligence for Dummies

By James D. Underwood

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Description

Whether you are just starting a business, venturing into new areas with an existing company, or looking to gain ground on a key competitor, Competitive Intelligence For Dummies gives readers insight on how to gather valuable information on not only their competitors, but on the operational environment and target audience. It also shows readers how to carefully analyze and use this information in their decision-making processes to gain market share and be on the cutting edge.

About the Author

James D. Underwood

Jim Underwood has guided over 200 MBA teams to perform predictive modeling studies for numerous Fortune 500 companies. Combining readily accessible information and technologies with critical thinking skills

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