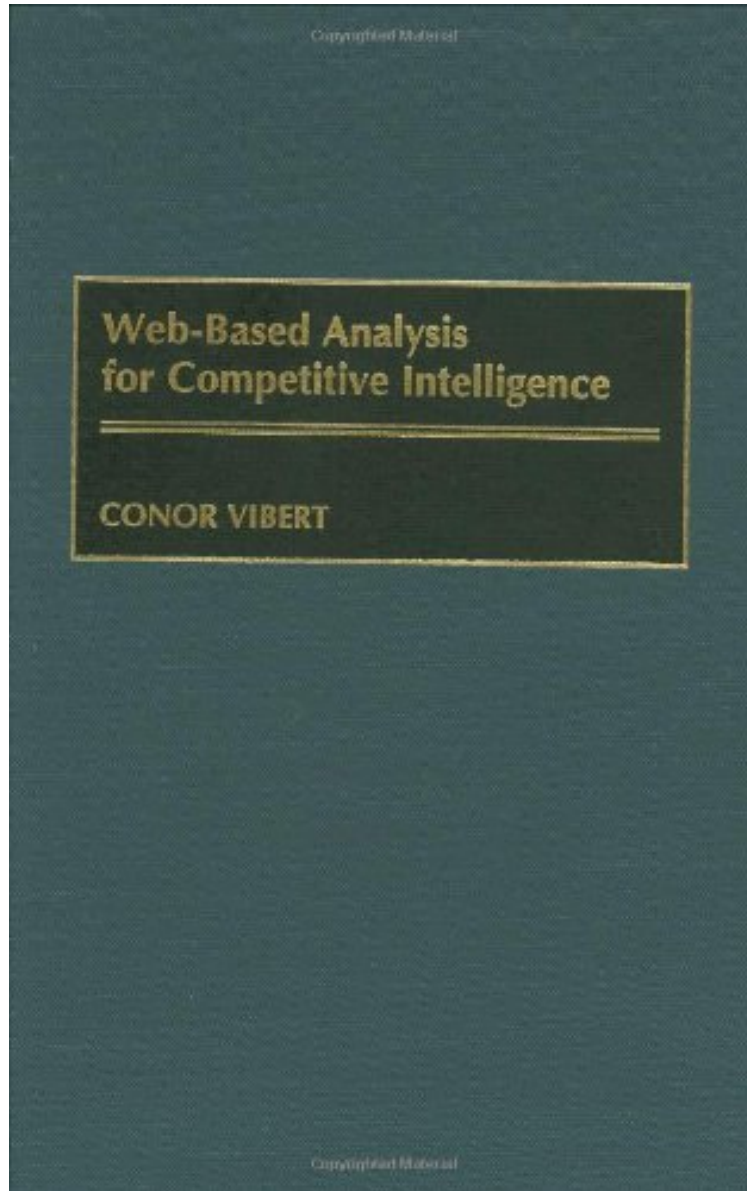


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Web-Based Analysis for Competitive Intelligence

Conor Vibert

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Conor Vibert : Web-Based Analysis for Competitive Intelligence before purchasing it in order to gage whether or not it would be worth my time, and all praised Web-Based Analysis for Competitive Intelligence:

3 of 3 people found the following review helpful. Good way of thinkingBy A CustomerI constantly use the Internet to identify necessary information in my line of work (I am a Big 4 consultant). I find that I often do CI work in my assignments. This book seemed to hit me right where I work in that it helped me better understand how CI, the internet, and organizational understanding come together. I realize that many of the URLs it gives will quickly date,

but the ideas in this book have staying power and make the book worth the cost. I'd recommend it to people who must use the Internet for research in their work. 0 of 0 people found the following review helpful. Was ahead of its time
By Heath C. Sturt
This book was ahead of its time when it was published, covering how the web was influencing competitive intelligence and vice versa. Vibert's treatment of this intersection is logical, well thought out, and ultimately practical. Although it may appear dated to readers here in the latter part of the decade, it still offers some proven thinking that can help the practitioner better understand how to best use the web in their CI efforts.

Responding to the needs of market researchers, business analysts, CI professionals, and other decision makers who understand online technology, Vibert provides a series of problem-driven, analytical frameworks to help them make better sense and use of the vast amounts of information now available and easily accessed on the Internet.

Organizational decision makers, forced to understand complex competitive environments, have two important aids; analytical tools and information sources. To be truly effective, these tools must be used in concert. Vibert's book focuses on these tools and their usages. In doing so it provides ways for organizational decision makers to protect their own operations as they seek to gain better knowledge of their competitors. Analysts, market researchers, corporate trainers, CI professionals, and others in decision-making capacities, in industries enabled by the Internet, will see quickly how well the content of Vibert's book fits what they do day-to-day. Academics and other teachers will find that the book challenges the traditional case method style of teaching by showing how real-time analysis can be brought into the classroom, the corporate training suite, and other places where information and knowledge are transmitted. Vibert maintains that real-time teaching or training depends on the use of library resources and the world's largest library is the Internet. Unfortunately, the net has grown so large so fast that stakeholders lack ways to organize the vast quantities of information available there. It is these ways, these tools and resources, that Vibert provides in his discussion of question-driven analytical frameworks, the core of his book.

"I recommend this book for any CI professional, as well as any database researcher, who uses, or should use the Internet in developing CI analyses. While it is one of the few books to deal almost exclusively with analytical techniques, it is one of the very best."-Competitive Intelligence
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About the Author
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