



The Handbook of Market Intelligence: Understand, Compete and Grow in Global Markets

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Product Description This resource gives readers a step-by-step roadmap for establishing, conducting, and further developing market intelligence programs within an organization, turning market data into actionable insights. It is full of best practice advice based on hundreds of real-life international case studies. The material is backed up by extensive global survey data, providing readers with benchmark data on how intelligence programs are being organized, operated, and resourced worldwide. From the vast amount of examples, the authors have distilled Six Key Success Factors for organizing future-oriented corporate intelligence programs. From the Inside Flap Global companies spend millions of dollars on conducting Market Intelligence each year. Yet only 10% have achieved Market Intelligence capabilities that are truly world class. Such companies enjoy much higher efficiencies in decision making and strong return-on-investment on their Market Intelligence budgets. What are their secrets? What can the other 90% do in order to ensure they have their Market Intelligence scope, processes, deliverables, tools, organization and culture right? Get an insider's look at how some of the world's most respected international companies use Market Intelligence. This book provides over 40 enlightening case studies from companies such as Cisco Systems, ABB, Dunkin Brands and Statoil, as well as findings from two global surveys on Market Intelligence programs and trends. It also features a step-by-step roadmap to help companies raise their intelligence ambitions, by using the six Key Success Factors outlined in the World Class Market Intelligence Framework developed by the authors. Readers will be able to implement the practical ideas immediately and drive the systematic development of their own world class market intelligence functions as well as benchmark their own results against global best practices.

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