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Winning Strategies From Competitive Analytics

John Heinrichs, Jeen-Su Lim

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This book is written to provide the reader, the future knowledge worker, with a pathway to follow on their journey toward knowledge discovery. For the reader who has an uncertain understanding of the various tools and techniques used in the competitive analytics and intelligence management process, this pathway toward knowledge discovery has various milestones to recognize and to follow. As the reader progresses along their individual journey toward knowledge discovery, the concepts of strategic planning, balanced scorecard implementation, data warehousing, data-mining, strategic and tactical problem identification and solution generation, system implementation, and issues of privacy and security will become illuminated. It is envisioned that this book juxtaposes the various information technology advancements with current organizational information requirements, thus enabling the reader to clearly articulate how their organization can meet the needs of their customers and achieve a sustainable competitive advantage.

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