



COMPETITIVE INTELLIGENCE, ANALYSIS & STRATEGY

The use of competitive intelligence (CI) to inform and influence both marketing and business decisions is increasing. Over the past 30 years, a significant number of organisations have developed a CI capacity which drives the management task of anticipation. CI and Insight teams are charged with the task of dealing with the unknown, by sourcing, analysing and interpreting largely unstructured information which, once transformed into intelligence, enhances and informs the decision making process.

Submissions which provide insight on any of the following areas are welcome:

Gathering CI, analysing CI, competitor profiling, anticipating competitor behaviour, assessing the competitive landscape, management profiling, scenario analysis, war gaming, game theory, CI software, measuring CI, motivating the sales force with CI ambition, the skills and abilities required for CI analysis, use and misuse of analytical tools, integrating CI into the planning process, competitive marketing and business level strategy development through CI, the distinction between CI, MI, MR and KM, forensic CI, championing CI within the organisation, CI team development, conducting CI in/for SMEs, acquiring CI via MARCOMS, events, trade shows, product stripping and intermediaries.

The list is not exhaustive and submissions outside of these areas will be considered, provided they fall within the Track title.

Track Chair:
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