



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

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An important update to this roadmap for the development of a corporate intelligence program

Market intelligence is the distinct discipline by which organisations systematically gather and process information about their external operating environment in order to facilitate accurate and confident decision making that is based on insight. For companies to thrive in the global post-recession marketplace, their management needs future-oriented business information. *The Handbook of Market Intelligence* provides a one stop shop, step-by-step roadmap for establishing, conducting and further developing corporate intelligence programs within an organisation and then shows how organisations can turn market data into actionable insights.

- Full of best practice advice from hundreds of real-life international case studies
- Outlines the anticipated future trends in Strategic Market Intelligence based on unique global survey data
- Provides guidance on extracting relevant, useful and accurate market information that can be used for successful business development

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