

"Confidential: Business Secrets, Getting Theirs - Keeping Yours"

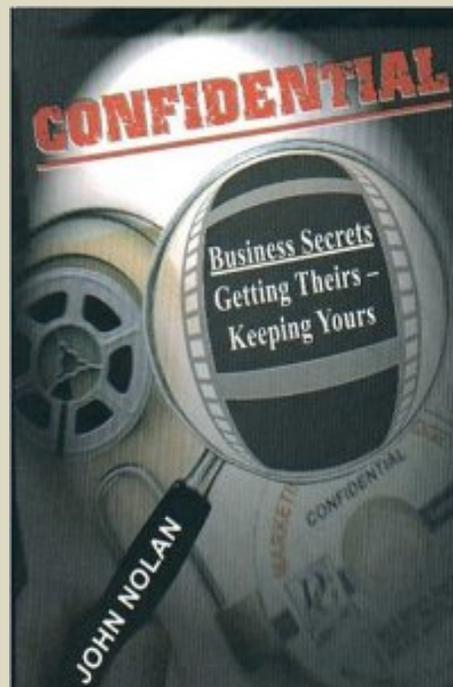
Whether you know it or not, businesses compete in an environment in which many Fortune 500 companies are recruiting ex-CIA officers with training in elicitation, intelligence collection, analysis, and counterintelligence. It is a world where small businesses are becoming increasingly more sophisticated at digging up information about their competitors – and are using that information to beat the big players at their own game.

Welcome to the era of Business Intelligence, where staying one move ahead of the competition requires uncovering their secrets and using them to your advantage.

In "Confidential", John Nolan (a former Federal Intelligence Officer and expert in the field of Business Intelligence), reveals how your company can gather the intelligence it needs to beat the competition – while keeping your own valuable secrets private. "Confidential" provides the basics of Business and Competitive Intelligence, to include the invaluable techniques of data elicitation and sourcing. It also reveals how to gather higher-level intelligence and conduct counterintelligence tactics for corporate policy makers.

"CONFIDENTIAL" REVEALS:

- How a well-planned conversation can be your most valuable information gathering tool
- Who will most likely tell you what you want to know – and who is supposedly unsusceptible
- How to discover the people who can tell you what you need to know inside and outside of your company, inside your industry, and beyond
- How studying your customers, the leaders, and decision-makers in their industries can enhance your competitive intelligence
- Why trade shows present an unparalleled opportunity for intelligence – what to look for, how to obtain it
- Which countermeasures will ensure that neither you nor your employees become unwitting sources of leaks
- How to translate information into action that will directly affect your company's profits



Whether you're looking to find out the design and price of a competitor's upcoming product line, or to uncover the dangers of entering a new market, this comprehensive and practical handbook offers effective strategies that anyone from senior-level executives to middle management can utilize to protect themselves and outwit the competition.

AVAILABLE ON AMAZON.COM

Confidential: Business Secrets, Getting Theirs - Keeping Yours (ISBN 097213560X)