



# Corporate Intelligence Awareness: Securing the Competitive Edge

*Rodger Nevill Harding*

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## **Corporate Intelligence Awareness: Securing the Competitive Edge** Rodger Nevill Harding

In the new knowledge-based economy, our most valued resource is information. Unlike hard assets, such as buildings and machines, information can be easily copied and distributed, often without the owner being aware of the situation. Organizations need to foster an awareness of the vital role people play (in addition to technology) in how information or intelligence is gathered and protected. Equally important is how intelligence is used to develop strategy. Ever-changing competitive, industry, and business environments require constant monitoring. In this compelling new book by a former diplomat, you will learn the secrets (step by step) to developing an intelligence strategy by effective information gathering and analyzing, and then to delivering credible intelligence to senior management. Along the way, you will learn how to better read people and organizations and get them to open up and share information with you- all the while behaving in an ethical, legal manner. Illustrated with real-world anecdotes and personal experiences, Corporate Intelligence Awareness brings this important topic to the attention of today's business leaders. Intelligence Awareness is more than just good intelligence gathering; understanding how intelligence is gathered and processed will keep you ahead of the game, protect your secrets, and secure your competitive edge!

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