



Competitor Intelligence: Turning Analysis into Success (Wiley Series in Practical Strategy)

David Hussey, Per V. Jenster

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Competitor Intelligence Turning Analysis into Success David Hussey and Per Jenster The seminal work of Michael Porter in the 1980s provided a conceptual basis to competitor analysis which has stood the test of time. The emphasis of his work, and of many books by other authors which followed it, has been on the why and what of competitor analysis. David Hussey and Per Jenster's book moves beyond this to the problems faced by organizations in applying the concepts at a practical level. It shows how real companies can use competitor intelligence and analysis in real situations. Three major strands are drawn out by this book, which shows how to:

- * obtain competitor information in a legitimate way
- * analyze information so that competitors can be better understood, and strategic options explored
- * develop ways of achieving competitive advantage which may move the organization ahead of others in the industry

This book provides a comprehensive guide for marketing and planning practitioners, managers and management consultants, to enable them to improve the competitor information and intelligence available to their organizations, and to use it to gain advantages over the competition. The book goes beyond the broad concepts, and gives practical advice on how to obtain and use the necessary information, offers various analytical techniques and approaches, and shows how to develop strategies for both attack and defence. It includes numerous cameo examples, a case history of how an organization undertook competitor analysis in an industry with little coherent published information, worked examples of many of the methods suggested, as well as a number of case studies of various industry situations. The text builds on a sound conceptual foundation, and draws heavily on the authors' practical experience.

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