

(Download ebook) Competitive Intelligence for Information Professionals

Competitive Intelligence for Information Professionals

Margareta Nelke, Charlotte Hkansson
audiobook / *ebooks / Download PDF / ePub / DOC

Chandos Information Professional Series



Competitive Intelligence for Information Professionals

Charlotte Håkansson and Margareta Nelke



DOWNLOAD



READ ONLINE

#2348984 in Books Charlotte H kansson Margareta Nelke 2015-02-26 2015-02-12Original
language:EnglishPDF # 1 9.00 x .32 x 6.00l, .75 #File Name: 0081002068152 pagesCompetitive
Intelligence for Information Professionals | File size: 73.Mb

Margareta Nelke, Charlotte Hkansson : Competitive Intelligence for Information Professionals before purchasing it in order to gage whether or not it would be worth my time, and all praised Competitive Intelligence for Information Professionals:

Information professionals should be able to take a proactive role as a strategic partner in their organization's competitive intelligence. Their role needs to focus on the "outside-in" approach, based on their organization's strategic needs and objectives. *Competitive Intelligence for Information Professionals* explores the role of strategic information and intelligence in organizations, and assesses the values and needs of intelligence in organizations. The book provides guidance on how to work strategically with competitive intelligence, methods for monitoring and analysis and a process-oriented approach. Chapters include discussions on how news monitoring and competitive intelligence interact and how this offers opportunities for cooperation between different departments. Cases from the authors own experiences when working with competitive intelligence in international corporations are also included. Competitive intelligence (CI) is a new area for Information professionals Offers perspectives on a new trend within the library and information sector Provides a comprehensive approach to CI

About the Author Margareta Nelke graduated from the Swedish School of Library and Information Science in 1982 and took a diploma in Marketing Management in 1990. After a short period at a public library and a university library she worked as an information specialist in corporations. In 1983 she took up the position of library manager at Alfa-Laval and in 1989 she got a similar position at Tetra Pak. At Tetra Pak the library was transformed into a Technology Intelligence function in 1999. In June 2002 she took up a position as the Global Technology Intelligence Process Owner at Tetra Pak. From 2004 and onwards she has been working as an independent consultant in her firm, I.C. at Once, offering investigations, coaching and training in competitive intelligence, information management and business development. During the years she has contributed to several publications and written journal articles and books on knowledge management and competitive intelligence. She has also lectured at seminars and conferences, in some cases as the keynote speaker. In 2002 she was awarded by the Special Library Association the ESLY 2002 (European Special Librarian of the Year 2002). She is a member of the Swedish Association of Information Specialists and was the President of this association between 2006 and 2009. She was also a member of the board of the Swedish School of Library and Information Science between 2008 and 2014. Charlotte Hkansson achieved her masters in Library and Information Science in 1997 from the Swedish School of Library and Information Science. As an information professional she first started her career in the pharmaceutical industry as a Documentalist at Ferring in Sweden in 1996 and then continued as a Medical Information Specialist and Corporate Intranet Project Manager at Ferring International Centre in Denmark in 1999. In 2004 she was offered the position of Business Intelligence Manager at corporate level at Nycomed in Denmark - a position she held until 2010 when the company moved to Zurich. In 2011 she founded Novolentia - a consultant company working with individual and qualitative deliveries of business intelligence processes and solutions. Novolentia offers specialised and competitive business intelligence as well as structured information management within businesses, organisations and public areas. In 2012 she was offered a position for research support at the library of the Swedish University for Agricultural Sciences - SLU University Library. Charlotte is today working as a Team Leader Research Support at SLU University Library besides managing her own business at Novolentia. Charlotte has a broad international experience of project management: corporate projects to analyse organisational processes, global intranet implementation, discovery and database solutions, business intelligence systems, information management of competitor solutions and information audits. She is a member of the Swedish Association of Information Specialists (SFIS) as well as a coordinator of SFISs Business Intelligence Network. Charlotte has also been a chair of the Swedish Association of Information Specialists South between 2006 and 2009. During the same time period Charlotte worked as an external lecturer in Business Intelligence at Copenhagen University in Denmark.