

Early Warning: Using Competitive Intelligence to Anticipate Market Shifts, Control Risk, and Create Powerful Strategies



Surprise is rarely a good thing in business. Unexpected developments range in their effects from inconvenient to disastrous. To avoid being blindsided, companies must develop a Competitive Early Warning system, or CEW, which combines strategic planning, competitive intelligence, and management action. Such systems let organizations manage risk more effectively and prevent industry dissonance -- when market realities outpace corporate strategies. Early Warning reveals how to:

- * Change strategy to meet new realities
- * Learn from the mistakes of others via the book's eye-opening stories
- * Avoid common tactics like benchmarking and using consultants, which may do more harm than good
- * Tell executives what they need to know -- not what they want to hear

Each chapter ends with a Managers Checklist of key points, and the book includes numerous charts, tables, and tools. With strong opinions and wry humor, world-recognized expert Gilad reveals how to anticipate and react to early signs of trouble.

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