

Competitive Intelligence For Information Professionals By Margareta Nelke;Charlotte Håkansson

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Charlotte Hakansson is the author of Competitive Intelligence for Information Professionals Charlotte Hakansson

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This chapter will provide an overview of the importance of marketing, communication competitive intelligence competitive intelligence professional

Margareta Nelke is the author of Competitive Intelligence for Information Professionals Margareta Nelke s Followers.

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Key Features. Competitive intelligence (CI) is a new area for Information professionals; Offers perspectives on a new trend within the library and information sector