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IRLS 564
Reading Reactions

Reading: **got competitive intelligence? tips, tools, techniques for the savvy marketer**

got competitive intelligence? was created as a powerpoint presentation. The authors have gathered multiple Internet sites, both fee and non-fee. It is organized into four parts: 'how to find and profile companies and people', 'online tools for client/prospect monitoring', 'how to follow market trends', and 'law firm and legal industry competitive intelligence'.

got CI? is a tremendous resource for any librarian, especially CLIC librarians. It can have multiply uses, including after reading the morning papers, finding out the current 'trends' in the market to share with the appropriate people in the company. This resource enables the CLIC librarian to fulfill the '70%' being proactive in his/her position.

Cavallini, Donna F. & Pacifici, Sabrina I. (2006). Got competitive intelligence: tips, tools, techniques for the savvy marketer. Retrieved June 19, 2006 from <http://www.llrx.com/features/gotci.ppt>.