Competitive Intelligence, Analysis and Strategy
Creating Organisational Agility

Edited by
Sheila Wright
Contents

Citation Information vii
Notes on Contributors ix

Introduction 1

1. Converting input to insight: organising for Intelligence-Based Competitive Advantage
   Sheila Wright 1

Part I: Competitive Intelligence 39

2. Competitive Intelligence programmes for SMEs in France: evidence of changing attitudes
   Jamie R. Smith, Sheila Wright and David Pickton 39

3. Complaints are a firm's best friend
   Sophie Larivet and François Brouard 53

4. Applying a behavioural and operational diagnostic typology of competitive intelligence practice: empirical evidence from the SME sector in Turkey
   Sheila Wright, Christophe Bisson and Alistair P. Duffy 68

5. SMEs' attitude towards SI programmes: evidence from Belgium
   Sophie Larivet and François Brouard 83

Part II: Competitive Analysis 99

6. Leadership teams rediscover market analysis in seeking competitive advantage and growth during economic uncertainty
   Lyndon Simkin and Sally Dibb 99

7. The power of intuitive thinking: a devalued heuristic of strategic marketing
   Anthony Patterson, Lee Quinn and Steve Baron 109
8. Competitive Intelligence analysis failure: diagnosing individual level causes and implementing organisational level remedies
   Craig S. Fleisher and Sheila Wright

9. Is loyalty driving growth for the brand in front? A two-purchase analysis of car category dynamics in Thailand
   Dag Bennett and Charles Graham

10. Modeling customer churn in a non-contractual setting: the case of telecommunications service providers
   Ali Tamaddon Jahromi, Mohammad Mehdi Sepehri, Babak Teimourpour and Sarvenaz Choobdar

Part III: Competitive Strategy

11. Protecting the Olympic brand: winners and losers
    Trevor Hartland and Nicola Williams-Burnett

12. Moving closer to the customers: effects of vertical integration in the Swedish commercial printing industry
    Thomas Mejtoft

13. Market orientation in nonprofit organizations: innovativeness, resource scarcity, and performance
    Pratik Modi

14. Bridging virtual and real worlds: enhancing outlying clustered value creations
    Daniel D. Bretonès, Bernard Quinio and Gilbert Réveillon

Index