



Business Intelligence: The Effectiveness of Strategic Intelligence and its Impact on the Performance of Organizations

Corine Cohen

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Following a long process of qualitative, quantitative, and empirical research next to Strategic Intelligence (SI) experts and large companies, this book proposes a way to improve SI and its impact on the performance of an organization. From an exploration, description and evaluation model of SI, a measurement tool in two parts has been built. For all kind of firms and all advancement levels of SI, it explains the construction of a control panel which can be used to pilot SI and its impact on the performance of an organization.



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