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Norton Paley has had over twenty years of experience in general and marketing management and product development in major US corporations and has lectured extensively to managers and engineers in companies throughout the world, including American Express, Hoechst-Celene, IBM, Chrysler and Ciba Geigy.

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depend on your ability to: □ Correctly estimate market conditions. □

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The Manager's Guide to Competitive Intelligence: Authors:  
John J. McGonagle, Carolyn M. Vella: Edition: illustrated:  
Publisher: Greenwood Publishing Group, 2003: ISBN:  
1567205712, 9781567205718:...

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understanding and adapting outstanding business practices,  
is rapidly proving itself to be an essential management tool.  
Whether it is being used as part of a formal quality

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management system, a convenient measure of business performance or as a well-structured means to improving competitiveness, benchmarking now affects many departments in a broad variety of companies.

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