Ellen’s CI Shelf for: Subscribers of Naylor’s Mailer
Ellen Naylor’s Bookshelf

Over 175 books are listed in *Alphabetical Order by Title* in the following categories with direct links to Amazon or another source, if not in Amazon.

- Competitive Intelligence: General
- Strategic Competitive Intelligence
- Global Competitive Intelligence
- Technical Competitive Intelligence
- Counterintelligence and Security
- Online and Internet Research
- Social Networking and Web 2.0
- Product Development
- Knowledge Management

**Competitive Intelligence: General**


*Competitive Intelligence* by Chris West, 2001, Palgrave Macmillan, 256 pages. A good general CI book, very encompassing in its discussion about the many facets of competitive intelligence.


*Competitive Intelligence for Dummies* by James D Underwood, 2013, Dummies, 384 pages. Competitive intelligence is the art of defining, gathering, analyzing, and distributing intelligence about products,
customers, competitors, individuals, concepts, information, ideas, or data needed to support executives and managers in making strategic decisions for an organization. This book gives you the tools you need to incorporate it into your business decision-making process.


**Competitive Intelligence: Fast, Cheap and Ethical** by Rob Duncan, 2008, AuthorHouse, 136 pages. Rob shares the nuggets and tippers of CI collection and analysis that he has compiled during his 10 years of teaching and consulting in CI, including some nuggets of social networking.


**Competitor Targeting: Winning the Battle for Market and Customer Share** by Ian H. Gordon, 2001, John Wiley & Sons, 320 pages. Learn why going on the offensive rather than just gathering information on competitors helps increase market share and shareholder value.

**Competitors: Outwitting, Outmaneuvering and Outperforming Competitors** by Liam Fahey PhD, 1999, John Wiley & Sons, 558 pages. Provides a new, integrated, comprehensive method for analyzing the competition called "competitive learning."

**Conference and Trade Show Intelligence** a SCIP publication edited by Bonnie Hohhof and Jonathan Calof, 2007. A different author wrote each chapter.

**Confidential: Business Secrets - Getting Theirs, Keeping Yours** by John Nolan, 1999, Yardley-Chambers, 359 pages. The book covers both elicitation skills for intelligence gathering as well as counterintelligence tactics. A must read for anyone doing primary research over the phone, SKYPE or in-person.


**Corporate Intelligence Awareness: Securing the Competitive Edge** by Rodger Nevill Harding, 2006, Multi-Media Publications, Inc., 300 pages. Intelligence awareness is more than just good intelligence gathering. Understanding how intelligence is gathered and processed is the key to staying ahead of the game and to protect your secrets.

**Early Warning: Using Competitive Intelligence to Anticipate Market Shifts, Control Risk, and Create Powerful Strategies** by Ben Gilad, 2004, AMACOM, 256 pages. Risk identification, intelligence monitoring and management actions are identified at the key components of the competitive early warning triangle. Many case studies are included to give life to the processes discussed.
Establishing a World Class Competitive Intelligence Function (workbook) by Alessandro Comai and John E. Prescott, 2007, Emecom Ediciones, 102 pages. This workbook, based on systematic research, illustrates how to design CI administration to achieve a world-class standard.


Managing Frontiers in Competitive Intelligence by Craig Fleisher and David Blenkhorn, 1999, Quorum Books, 328 pages. Shows how advances in computers and technology have accelerated progress in CI management, and the ways CI has affected and been affected by major business functions and processes. For more experienced competitive professionals.


Millennium Intelligence: Understanding and Conducting Competitive Intelligence in the Digital Age by Jerry P. Miller, PhD (editor) and the Business Intelligence Braintrust, 2000, CyberAge Books, 276 pages. Great breadth of coverage on business intelligence by Miller and his team of subject experts.


Perfectly Legal Competitor Intelligence: How to Get It, Use It and Profit from It by Douglas Bernhardt, 1994, Pitman Publishing, 276 pages.


Psychology of Intelligence Analysis by Richards J. Heuer Jr., 2005, Novinka Books, 216 pages. A central thesis of this book is "Analysts should be self-conscious about their reasoning processes... think about how they make judgments and reach conclusions, not just about the judgments and conclusions themselves." Data is presented from internal and external cognitive studies and past CIA success and failure cases.


Silent Warfare: Understanding the World of Intelligence by Abram N. Shulsky and Gary J. Schmitt, 2002, Potomac Books, 262 pages. This book takes account of the expanding literature in the intelligence field, and deals with the consequences for intelligence of changes in telecommunication and computer technology the new “information age.”

Starting a Competitive Intelligence Function a SCIP publication edited by Bonnie Hohhof and Ken Sawka. 2008. There is a different author for each chapter.


The Demand Side of Competitive Intelligence: The Missing Link by Walter D. Barndt, Jr., 1997, Society of Competitive Intelligence Professionals, 76 pages. Walter argues that for competitive intelligence to flourish, it must meet the needs of the right consumers, and suggests ways for CI units to get the right message to the right managers in a timely fashion.


User-Directed Competitive Intelligence: Closing the Gap Between Supply and Demand by Walter D. Barndt, Jr., PhD, 1994, Quorum Books, 208 pages. Focuses on user's needs for competitive intelligence. Educates both producers and users of intelligence.


Win/Loss Reviews: A New Knowledge Model for Competitive Intelligence by Rick Marcet, 2011, John Wiley & Sons, 224 pages. This is a new model using sales data for win/loss reviews and obtaining some awesome data!

Strategic Competitive Intelligence


Harnessing the Power of Intelligence, Counterintelligence & Surprise Events by Alain P. Martin, 2002, Professional Development Institute, 288 Pages. The content is based on Harvard University Global System™ management road maps pioneered by the author.

It’s not the BIG that eat the SMALL... it’s the FAST that eat the SLOW by Jason Jennings and Lawrence Haughton, 2002, Harper Business, 288 pages. Lots of ideas about speed and savvy to stay on top of the competition are discussed using specific company examples.


Strategic Intelligence: Business Intelligence, Competitive Intelligence, and Knowledge Management by Jay Liebowitz, AUERBACH, 2006, 248 pages.


The Analyst's Cookbook by Kristan J Wheaton, Emily E Mosco and Diane E Chido, 2006, Mercyhurst College Institute of Intelligence Studies Press, 164 pages. 16 strategic tools explained in clear English and easy to read. Authors are Mercyhurst students under the guidance of CI pro and Professor, Kristan Wheaton.


**Wharton on Dynamic Competitive Strategy** by George S. Day and David Reibstein, 2004, John Wiley & Sons, 480 pages. Addresses both the basics on competitive strategy as well as more complex analysis tools, such as game theory and conjoint analysis.

**Global Competitive Intelligence**

**Competitive Intelligence and Global Business** by David L. Blenkhorn (Editor) and Craig S. Fleisher, 2005, Praeger Publishing, 312 pages. Explores emerging trends that affect and influence CI today, such as the impact of digital commerce, the effects of interest groups, and new laws governing the practice of CI across borders.


**Competitive Intelligence: Strategische Wettbewerbsvorteile erzielen durch systematische Konkurrenz-Markt- und Technologieanalysen** by Rainer Michaeli, Springer, 650 pages. Written in 2006, paperback published in 2012. (German)


**Global Perspectives on Competitive Intelligence** edited by John Prescott and Patrick Gibbons, 1993, Society of Competitive Intelligence Professionals, 388 pages. Many experts by discipline and country, contributed to this collection of articles.

**Global Strategies for Emerging Asia** by Anil K. Gupta (Editor), Toshiro Wakayama (Editor), U. Srinivasa Rangan (Editor), 2012, Jossey-Bass, 352 pages.

**L'intelligence économique** by Bruno Martinet and Yves-Michel Marti, 2001, Editions d'Organisation. (French)

**Mapping & Anticipating the Competitive Landscape** by Alessandro Comai and Joaquin Tena Millan, 2006, Emecom Ediciones, 145 pages. One of the most global collections of intelligence I have seen anywhere. Chapter 7 provides a good structure for Early Warning. Also includes an impressive bibliography.


---

**Technical Intelligence**


---

**Counterintelligence and Security**


**Commercial Espionage: 79 Ways Competitors Can Get Any Business Secrets** by Boris Parad and Mark T. Banner, 1997, Global Connection Inc., 172 pages. Provides a checklist of practices you should take to protect your company followed with a brief discussion of each practice.

**Confidential: Business Secrets - Getting Theirs, Keeping Yours** by John Nolan, 1999, Yardley-Chambers, 359 pages. The book covers both elicitation skills for intelligence gathering as well as counterintelligence tactics. A must read for anyone doing primary research over the phone, SKYPE or in-person.


**Spies Among Us: How to Stop the Spies, Terrorists, Hackers, and Criminals You Don’t Even Know You Encounter Every Day** by Ira Winkler, 2005, Wiley, 346 pages.


**The Definitive Book of Body Language** by Barbara Pease and Allan Pease, 2006, Bantam, 400 pages.


**Understanding Counterterrorism A Guide for Law Enforcement, Policy Makers and Media** by David Cid (Kindle edition), Amazon Digital Services, 78 pages.


Online and Internet Research


Information and Communications Technology for Competitive Intelligence by Dirk Vriens, Irm Press, 2003, 320 pages. Discusses linking competitive intelligence and intranets, using web link analysis to detect and analyze hidden web communities, a framework for business performance management, using geographical information systems for CI, and using groupware to build a scenario-based early warning system.


Introduction to Online Market and Industry Research by Cynthia Shamel, Cengage Learning, 2004, 464 pages. Provides comprehensive business and financial research reference guides and online training manuals which provide step-by-step advice on how to analyze, interpret, and present data for informed decision-making.


Open Source Intelligence in a Networked World (Continuum Intelligence Studies) by Anthony Olcott, 2012, Bloomsbury Academic, 304 pages.


**Super Searchers on Competitive Intelligence: The Online and Offline Secrets of Top CI Researchers (Kindle)** by Margaret Metcalf Carr and Reva Basch, 2012, Information Today, Inc., 353 pages.

**Super Searchers on Madison Avenue: Top Advertising and Marketing Professionals Share Their Online Research Strategies** by Grace Avellana and Reva Basch, 2003, Information Today, Inc., 256 pages. 13 research professionals from leading advertising and marketing companies share their approaches to researching online.


**Social Networking and Web 2.0**

**Convergence Culture: Where Old and New Media Collide** by Henry Jenkins, 2008, NYU Press, 368 pages.


**Social Information: Gaining Competitive and Business Advantage using Social Media Tools** by Scott Brown, Chandos Publishing, 2012, 352 pages. The book outlines different categories of social tools, competitive and business applications of these tools, and provides many example searches with screenshots.

**The Future of the Internet And How to Stop It** by Jonathan Zittrain, 2008, Yale University Press, 352 pages.


**The Virtual Handshake: Opening Doors And Closing Deals Online** by David Teten and Scott Allen, 2005, AMACOM, 272 pages.


---

**Product Development**


**Cradle to Cradle: Remaking the Way We Make Things** by William McDonough and Michael Braungart, 2002, North Point Press, 208 pages.


How to Drive Your Competition Crazy by Guy Kawasaki, 1996, Hyperion, 256 pages. Creating disruption for fun and profit. A book which describes a variety of novel and non-traditional approaches to product management.


Jamming: The Art and Discipline of Business Creativity by John Kao, 1997, Harper Business, 228 pages. A book which provides ideas on how managers can improve the creative output of their departments and companies via techniques and rewards.


Managing Product Management: Empowering Your Organization to Produce Competitive Products and Brands by Steven Haines, 2011, 288 pages.


The Human Side of Managing Technological Innovation: A Collection of Readings 2nd Edition by Ralph Katz, 2003, Oxford University Press, 752 pages. These articles increase the sensitivity and understanding of individuals who are managing or influencing innovation and change processes within organizations.


The Innovator’s Solution: Creating and Sustaining Successful Growth by Clayton M. Christensen, Michael E. Raynor, 2003, Harvard Business School Press, 304 pages. Innovation fails because organizations unwittingly strip the disruptive potential from new ideas before they ever see the light of day. Drawing on years of experience and research the authors argue that innovation can be a predictable process that delivers sustainable, profitable growth.


Wharton on Managing Emerging Technologies by George S. Day and Paul J. H. Schoemaker, 2004, Wiley, 480 pages. Based on six years of Wharton Research, the book provides a comprehensive look at the high-tech future facing existing firms and the ways they must weigh and accommodate its impacts in order to compete in the future.

Knowledge Management

Building a Knowledge-Driven Organization by Robert H Buckman, 2004, McGraw-Hill, 300 pages. A practical book on getting managers to change from hoarding to sharing information to help your company win through Robert’s experience doing this as Buckman Laboratories.


From Knowledge to Intelligence: Creating Competitive Advantage in the Next Economy by Helen N. Rothberg and G. Scott Erickson, 2011, Routledge, 400 pages. Shows how competitive intelligence practices can add value to knowledge management systems.

If Only We Knew What We Know: The Transfer of Internal Knowledge and Best Practice (Paperback) by Carla O’dell and C. Jackson Grayson, 2011, Free Press, 256 pages.


Knowledge Management (2nd edition) by Carl Frappaolo, 2006, Capstone, 142 pages.


