BUSN24 Market Intelligence – Theory and Practice, 5 credits / BUSN 24 Market Intelligence – teori och praktik, 5 HP

Articles:

4. Using the key success factor concept in competitor intelligence and benchmarking by Bisp et al, Competitive Intelligence Review (july-sept) (1998)
8. Skating to Where the Money Will Be by C. Christensen et al, HBR, November (2001)
11. Psychology of Intelligence Analysis by R.J. Heuer, Jr. Chapters 4-8, Center for the Study of Intelligence, Central Intelligence Agency (1999)