



Real-World Intelligence: Organized Information for Executives

Herbert E. Meyer

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Real-World Intelligence

Never before have entrepreneurs and business executives needed to know so much about the environment in which they operate. They need timely and accurate information about competitors, customers, suppliers, emerging technologies and new global markets for their products and services.

Real-World Intelligence -- written by a former associate editor of Fortune who became a top-level intelligence official during the Reagan administration -- helped jumpstart the concept of Business Intelligence and paved the way for this new management tool to be implemented in companies throughout the world.

Praise for Real-World Intelligence:

“A book on intelligence that is genuinely intelligent...Meyer believes that the formation by companies of intelligence-gathering units is the key to survival in a rapidly changing, globally sensitive, information-rich environment.”

-- The Washington Times

“Extremely valuable...a sensible, amusing, and interesting introduction to a new management tool for competing -- and winning -- in today's business world.”

-- The Wall Street Journal

“A seminal book...Ignore it at your peril.”

-- The International Economy

Excerpts from Real-World Intelligence:

There is magic in the word “intelligence.” Say it, write it, or think it, and you conjure up the most vivid images of danger, romance, and intrigue....

No one likes to burst a balloon -- especially this one, which is so much fun to play with. But in the real world, intelligence no longer bears much resemblance to these images....In fact, intelligence has become a far more interesting and exciting game than stealing somebody's secrets ever was or could be...

No longer does the leading edge automatically go to whichever competitor has the most raw strength. It can also go, and increasingly does, to whichever competitor has the best vision -- the better grasp of key trends and developments...



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