



Conference and Trade Show Intelligence

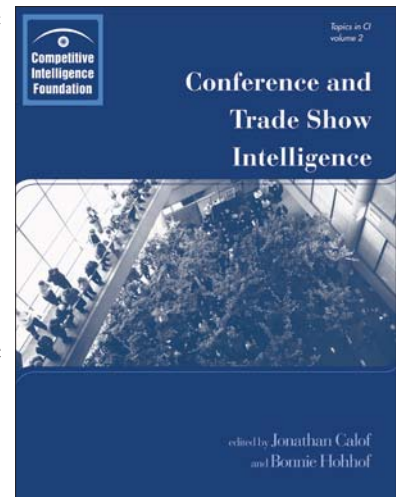


from The Competitive Intelligence Foundation

Conference and Trade Show Intelligence covers the concept and practice of information acquisition in conferences, seminars, symposia, and trade show settings, and analysis of information. It is the second volume in the Topics in CI series, published by SCIP's Competitive Intelligence Foundation.

The publication presents an introduction to the topic and provides guidance and information on all aspects of gathering and applying intelligence obtained from these venues. Trade show or conference intelligence covers two primary areas: effectively obtaining competitive information in a trade show or conference environment, and protecting unauthorized or inadvertent release of internal corporate information in that same environment.

Conference and Trade Show Intelligence is a must read for competitive intelligence professionals at all levels of an organization; trade show attendees and staff; corporate management involved in designing and leading trade show efforts and in overseeing competitive intelligence efforts; and students of CI.



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