



## IAFIEEC INDUSTRY DIGEST

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**COMPANIES AND PRODUCTS:**

1. **The Best Business Intelligence Software in 2020**  
<https://technologyadvice.com/business-intelligence/>
2. **A lesson in creating successful companies that care**  
<https://www.strategy-business.com/article/A-lesson-in-creating-successful-companies-that-care?gko=1b0f7>
3. **Top Cybersecurity Companies**  
<https://www.esecurityplanet.com/products/top-cybersecurity-companies.html>

**TOOLS:**

4. **Competitive Intelligence Done Right (Free Templates)**  
<https://www.paperflite.com/blogs/competitive-intelligence-template>
5. **25+ [Mostly] Free Competitive Intelligence Resources to Learn Best Practices**  
<https://www.crayon.co/blog/free-competitive-intelligence-resources>
6. **OSINT Resources for 2019**  
<https://medium.com/@micallst/osint-resources-for-2019-b15d55187c3f>

**ARTICLES:**

7. **Using competitive intelligence to get better marketing results**  
<https://www.impactbnd.com/blog/competitive-intelligence-john-booth-cipher-systems>
8. **The Do's and Don'ts of Conducting Surveys during COVID-19**  
<https://www.premise.com/the-dos-and-donts-of-conducting-surveys-during-covid-19/>
9. **Reset Your Business Strategy in COVID-19 Recovery**  
<https://www.gartner.com/smarterwithgartner/reset-your-business-strategy-in-covid-19-recovery/>
10. **Why brands need a social media monitoring strategy**  
<https://sproutsocial.com/insights/social-media-monitoring/>

**REPORTS:**

11. **Massive Global Competitive Intelligence Tools Market 2020 by Company, Regions, Type and Application, Forecast to 2025**

<https://www.marketresearch.com/GlobalInfoResearch-v4117/Global-Competitive-Intelligence-Tools-Company-13190551/>

**12. The Market for Artificial Intelligence (AI) in Healthcare**

<https://www.marketresearch.com/Kalorama-Information-v767/Artificial-Intelligence-AI-Healthcare-12730773/>

**13. Mobile Business Intelligence Market Study Stunning Growth Potential**

<https://coleofduty.com/market-reports/2020/06/01/mobile-business-intelligence-market-study-stunning-growth-potential/>

**14. State of Cyber Security Report 2020**

[https://www.accenture.com/\\_acnmedia/PDF-116/Accenture-Cybersecurity-Report-2020.pdf](https://www.accenture.com/_acnmedia/PDF-116/Accenture-Cybersecurity-Report-2020.pdf)

**ACADEMIC ARTICLES/STUDIES:**

**15. Generating Validating elements of competitive intelligence for competitive advantage of construction firms in Ghana: A Delphi**

<https://www.tandfonline.com/doi/abs/10.1080/20421338.2020.1762309>

**16. Leveraging Competitive Intelligence for Successful Marketing of Academic Library Services**

<https://www.tandfonline.com/doi/abs/10.1080/13614533.2019.1632215>

**17. Disney vs. Comcast: Lessons Learned from the Corporate Rivalry**

[https://www.researchgate.net/profile/Cody\\_Havard/publication/340436168\\_Disney\\_vs\\_Comcast\\_Lessons\\_Learned\\_from\\_the\\_Corporate\\_Rivalry\\_-\\_Graziadio\\_Business\\_Review/links/5e88aad94585150839c0a4c1/Disney-vs-Comcast-Lessons-Learned-from-the-Corporate-Rivalry-Graziadio-Business-Review.pdf](https://www.researchgate.net/profile/Cody_Havard/publication/340436168_Disney_vs_Comcast_Lessons_Learned_from_the_Corporate_Rivalry_-_Graziadio_Business_Review/links/5e88aad94585150839c0a4c1/Disney-vs-Comcast-Lessons-Learned-from-the-Corporate-Rivalry-Graziadio-Business-Review.pdf)

**18. New Marketing and Competition Principles through the Adoption of Technology**

[https://ideas.repec.org/h/wsi/wschap/9789811212321\\_0008.html](https://ideas.repec.org/h/wsi/wschap/9789811212321_0008.html)

**VIRTUAL WORKSHOPS:**

**19. SCIP Training Bundles**

<https://www.scip.org/news/514516/>

**20. Institute for Competitive Intelligence Remote and On-site Workshop**

<https://www.institute-for-competitive-intelligence.com/>

**21. TDWI Seminar Series**

<https://tdwi.org/events/seminars/upcoming.aspx>