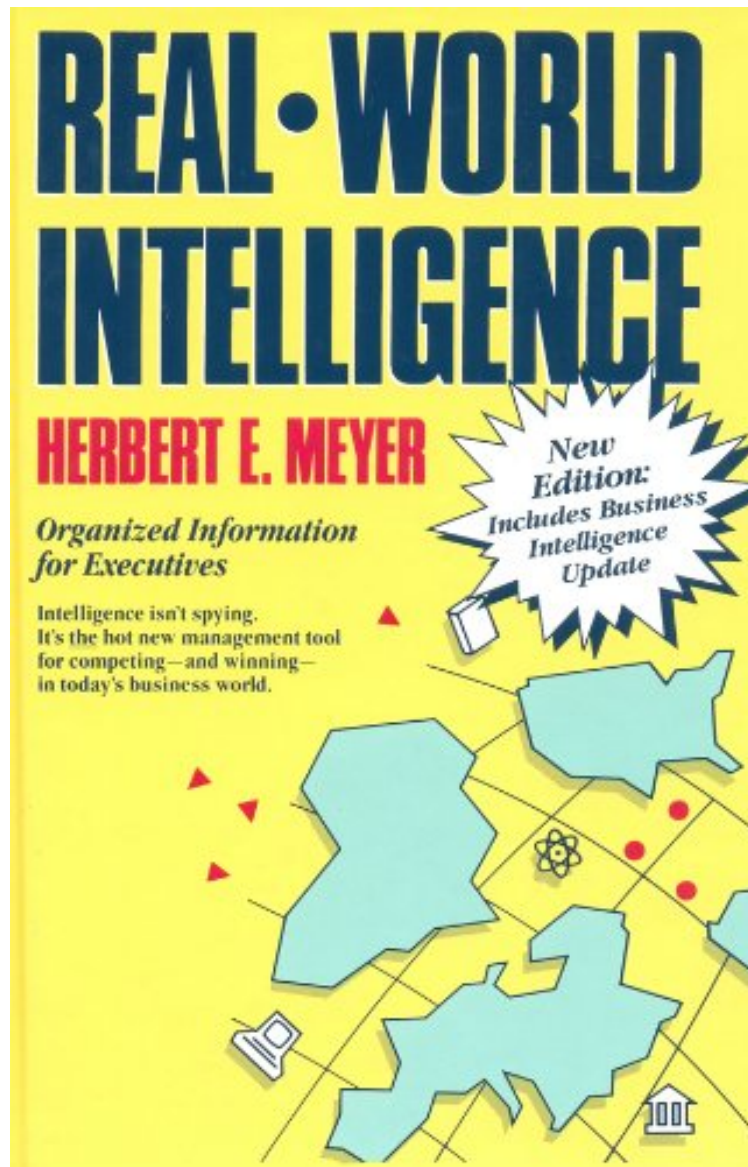


Real-World Intelligence: Organized Information for Executives

Herbert E. Meyer

**Download PDF | ePub | DOC | audiobook | ebooks*



#1261511 in eBooks 2001-09-21 2001-09-21 File Name: B00492CQZM | File size: 25.Mb

Herbert E. Meyer : Real-World Intelligence: Organized Information for Executives before purchasing it in order to gage whether or not it would be worth my time, and all praised Real-World Intelligence: Organized Information for Executives:

0 of 0 people found the following review helpful. 11375 Best regards Almerio Do CarmoBy Almerio Do Carmo VieiraDear Madam/Sir,Please be informed that Real-World Intelligence: Organization Information that I order on October 16, 2015, I did not received until now.Please confirm email and re-send to my shipping address: 67-24 Burns Street, Forest Hills, New York, 11375Best regardsAlmerio Do Carmo Vieira0 of 0 people found the following review

helpful. Mostly Common Sense
By John Murray
Nothing too earth-shattering here, but it does bring up concepts that you'll want to keep in mind. A bit dated, as it does not provide any tricks to deal the deluge of digital data that engulfs us today. 18 of 20 people found the following review helpful. Do You REALLY Know?
By Robert Morris
Meyer's distinguished career includes serving as associate editor of Fortune magazine (primarily responsible for coverage of the U.S.S.R.) and then as special assistant to the director of the C.I.A. and vice chairman of the C.I.A.'s National Intelligence Council (primarily responsible for estimates and projections concerning the U.S.S.R.). Meyer is widely recognized as the first senior government official to predict the collapse of the U.S.S.R. Upon retirement from public service, Meyer founded Real*World Intelligence, Inc. of which he continues to serve as chairman and CEO. He is widely recognized as a leading authority on competitive intelligence. He and his associates developed the world's first customized turn-key intelligence system for organizations and they now work with clients throughout the world. There are many misconceptions about the C.I.A. For example, contrary to what many people think, only a small percentage of time and effort (about 5%) is devoted to espionage (or "spying"). Most of the work consists of obtaining and then evaluating "open-book" information. That is, information readily available to virtually anyone. There may also be misconceptions about the subject of Meyer's book, competitive intelligence. For example, that efforts to obtain the information on which it depends must necessarily be illegal, unethical, immoral, etc. Not so. As Meyer carefully explains, there is an abundance of information in the public domain which is easily (and legally) accessible. In Real*World Intelligence, Meyer organizes his material within six chapters: The Most Powerful Management Tool of All The New Intelligence How Intelligence Works What Intelligence Outfits Look Like Intelligence and Policymaking The Future of Intelligence What he offers in this book is a cohesive, comprehensive, and cost-effective system by which to determine (a) which information is of greatest importance to an organization, (b) how to obtain that information and then manage it, (c) how to convert (or upgrade) that information to intelligence, and finally (d) how to derive greatest benefit from it. In the so-called Age of Information, it is imperative for any organization (regardless of size or nature) to establish and then develop such a system. Think of intelligence as "radar" which will enable an organization to survey and then navigate its way through totally unfamiliar "territory." Think of intelligence as a means by which to recognize critically important early-warning signs and then respond effectively to them. Also think of intelligence as a means by which to know what an organization needs to know about its competitors but, much more importantly, what it needs to know about its customers and their customers as well as what it needs to know about the rapidly-changing world it shares with them. Anyone who questions the importance of such intelligence should ask this question: "The next time I am behind the wheel of a vehicle, what if I were wearing a blindfold as I pull out into traffic?" Obviously that makes no sense and yet many organizations are now wear a blindfold as they proceed into an uncertain future. Hence the great value to them of Meyer's book. END

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...

From Publishers Weekly
Meyer (The War Against Progress) was formerly vice-chairman of the National Intelligence Council, which among other things advises White House security advisers. Now a Washington-based consultant, he here describes the uses and methods of intelligence-gathering for managers of "a government or multimillion-dollar business." The process is highly selective: rioting in East Germany, for example, can affect the French government, an American exporter or a Wall Street brokerage house in entirely different ways. Meyer's analyses suggest that intelligence reports, by appraising the impact of events, come close to defining policy ("the intelligence outfit determines just what information the decision-maker will need") a chilling notion. He warns that apart from the secret-spy aspect (which remains secret here), intelligence, though necessary and important, is not a particularly interesting

subjectbut in this he is too modest. Copyright 1987 Reed Business Information, Inc. 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 TimesA seminal book...Ignore it at your peril. -- The International EconomyExtremely valuable...a sensible, amusing, and interesting introduction to a new management tool for competing - and winning - in today's business world. -- The Wall Street JournalFrom the PublisherReal-World Intelligence is now the leading primer on the strategic use of information. It is used as a text in business schools throughout the world and by executives who are setting up Intelligence Systems for their companies.