

FOR IMMEDIATE RELEASE

## **Why Settle for Market Research? How to Harness the Power of Competitive Intelligence in the Workplace**

**Schaumburg, IL** –Oct. 25, 2011 – A bold new book provides rare insight into the practices of competitive intelligence (CI) for business. The book shows how CI, sometimes considered too risky or unnecessary, is different from – and often superior to – market research.

With the publication of *New Directions: A Competitive Intelligence Tale*, business leaders can get an accurate portrayal of the value of CI and how to apply it to their situations. It's written by CI industry veterans David Kalinowski and Gary Maag.

"Competitive intelligence is not a game," says Maag. "It's about real people in the business trenches – constantly learning how to adapt and stay ahead of their competition. We wrote it to demonstrate the actual problems a CI analyst faces, and we demonstrate practical ways to overcome them."

Through a case study that reads like a mystery novel but educates and informs like a business manual, the authors outline specific steps to take to implement CI to get powerful results. The book identifies the necessary components of good CI research and its positive impact on business strategies and tactics.

The book also features a master guidebook on the dos and don'ts of CI, plus real-world ways to integrate it into any business.

Order *New Directions: A Competitive Intelligence Tale* online at [www.newdirectionsinci.com](http://www.newdirectionsinci.com).

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### About David Kalinowski and Gary Maag

Gary D. Maag has been a leader in the research community for over two decades, with 22 years dedicated specifically to competitive intelligence. He has assisted dozens of Fortune 500 companies in high profile business intelligence engagements. The Strategic and Competitive Intelligence Professionals (SCIP) awarded him the Catalyst Award for his contributions to the profession. He is the founder of the graduate level CI program at Dominican University in Illinois and is the co-founder and CEO of Proactive Worldwide.

David J. Kalinowski is a 22-year veteran in the CI field and co-founder and president of Proactive Worldwide. He has directed CI research for hundreds of domestic and international corporations and assists numerous advisory and executive boards in highly sensitive CI strategy development and training initiatives. He has been a recipient of SCIP's prestigious Catalyst Award and previously served on the SCIP Board of Directors.

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