

3.4 KNOWLEDGE MANAGEMENT FOR A COMPETITIVE INTELLIGENCE

This course provides best practices to avoid surprise in the business world by evaluating, analysing and interpreting information.

- Knowledge management, competitive intelligence and business intelligence
- Functioning of the 'Collaborative Knowledge Centre'
- Collection of information: open sources and contact networks
- Evaluation, fusion and analysis of information
- Near real-time alert
- Strategic early warning
- Protection of information