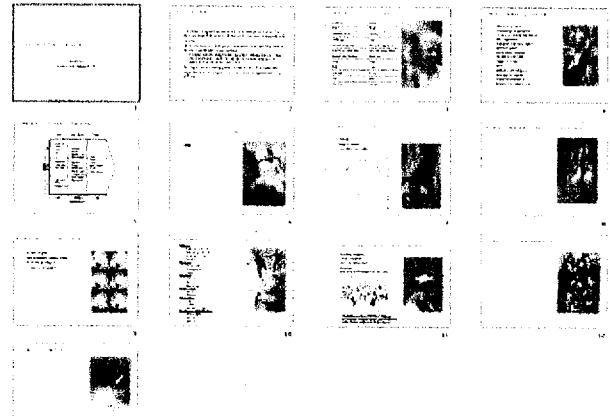


REINVENTING COMMERCIAL INTELLIGENCE

Mats Björe, Senior partner& CEO, Infosphere AB, Sweden.

1. The digital promise
2. New world challenge old habits
3. New Requirements all the time
4. Commercial Intelligence Game board
5. Focus or go last in the information Archipelago
6. Distributed Collection
7. Sources everywhere – subjectivity and validation
8. Beehive analysis – Appoint your Queen
9. Basic Support Tools for All terrain & situations
10. Maybe it's already inside your organization
11. Distributed Leader & Learningship
12. Did I mention Strategy?



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