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COMPETITIVE INFORMATION IN SMALL BUSINESSES

**Competitive
Information in
Small Businesses**



Thomas Chesney

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Springer. Hardcover. Condition: New. 180 pages. Dimensions: 9.5in. x 6.5in. x 0.6in. This volume is about strategy and information systems, examining the relationship between these topics and the problems that small businesses face. It suggests some solutions, principally an approach to crafting strategy, developing new processes and designing information systems to support these processes that could realistically be used by the average small business, i. e. one with limited resources of time, money and knowledge. Emphasis is placed on the crucial...

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