

Helicon's Partners Write About Competitive Intelligence

Helicon's partners, Carolyn M. Vella and John J. McGonagle, are CI's most prolific authors. Below are a listing of their competitive intelligence books and most recent articles.

Books

Competitive Intelligence Rescue – Getting It Right, Praeger, 2017.

“Competitive Intelligence”, in Peter Oleson (ed.), *The Guide to the Study of Intelligence*, Association of Former Intelligence Officers (2016).

Proactive Intelligence - The Successful Executive's Guide to Intelligence, Springer, 2012.

“How To Approach Corporate and Competitive Analysis” in Michael Wayland (ed.), *Strategy Development for the Optical Industry and Beyond*, The Optical Association of America, Fall 2011.

“Outsourcing Competitive Intelligence” (with Pat Bryant, Claudia Clayton and Christine Wunderlin), in Ken Sawka (ed.), *Starting a Competitive Intelligence Function*, Competitive Intelligence Foundation, 2008.

“Developing Ethical Guidelines: Getting Started”, “When to Say NO!” (with Kirk M.W. Tyson), “Ethics and Client Identification”, and “The Helicon Group: Legal and Ethical Policies”, in Dale Fehringer and Bonnie Hohhof (eds.), *Competitive Intelligence Ethics: Navigating the Gray Zone*, Competitive Intelligence Foundation, 2005.

“Protecting Your Company from Web-based Competitive Intelligence”, in Conor Vibert, *Competitive Intelligence: A Framework for Web-Based Analysis and Decision Making*, Thomson, 2004 and in Conor Vibert (ed.), *Introduction to Online Competitive Intelligence Research*, Thomson-Southwest, 2004.

The Manager's Guide to Competitive Intelligence, Praeger Publishers, 2003.

Bottom Line Competitive Intelligence, Quorum Books, 2002.

The Internet Age of Competitive Intelligence, Quorum Books, 1999.

Protecting Your Company Against Competitive Intelligence, Quorum Books, 1998.

A New Archetype for Competitive Intelligence, Quorum Books, 1996.

Outsmarting the Competition: Practical Approaches to Finding and Using Competitive Information, Sourcebooks, 1990, McGraw-Hill Book Company Europe, 1993.

Improved Business Planning Using Competitive Intelligence, Quorum Books, 1988.

Competitive Intelligence in the Computer Age, Quorum Books, 1987.

Recent Articles & Book Reviews (2010-present)

“The Changing Landscape of Competitive Intelligence: Two Critical Issues Investigated”, Salus Journal, Issue 4, Number 1, 2016.

“Book Review: Paul Maddrell, ed., *The Image of the Enemy: Intelligence Analysis of Adversaries Since 1945.*” IAFIE Newsletter, Vol. VI, No. 2, Summer 2016.

“Review: Win/Loss Analysis: How to Capture and Keep the Business You Want”, The Strategic Edge, August 2016.

[Book Review: Joseph H.A.M. Rodenberg and Antoinette Rijsenbilt, *Big Boys, Big Egos and Strategic Intelligence*. eburon business, Delft 2015, 243 pages, paper \\$29.95.](#)

[“Book Review: Philip E. Tetlock and Dan Gardner, *Superforecasting: The Art and Science of Prediction*”, The Strategic Edge, November 2015.](#)

“Book Review: Martin Reeves, Knut Haanaes, and Janmejaya Sinha, *Your Strategy Needs a Strategy: How to choose and execute the right approach*”, The Strategic Edge, July 2015.

“Book Review: Hank Prunckun, *Scientific Methods of Inquiry for Intelligence Analysis* (second edition)”, IAFIE Newsletter, Vol. V, No. 5, Summer 2015.

“Competitive Intelligence”, in Peter Oleson (ed.), *The Guide to the Study of Intelligence*, Association of Former Intelligence Officers online (2014).

“Book Review: Timothy W. Powell, *The Knowledge Value Chain Handbook – Ver. 4.0*” and Kenneth Daigler: *Spies, Patriots, and Traitors*”, IAFIE Newsletter, Vol. V, No. 3, Summer 2014.

“Review: *How to Analyze Information – A Step-by-Step Guide to Life’s Most Vital Skill*”, IAFIE Newsletter, Vol. V, Issue No. 1, Spring 2012.

“Reviews: *Learning from the Secret Past: Cases in British Intelligence History*”, *Intelligencer: Journal of U.S. Intelligence Studies*, Winter/Spring 2012; IAFIE Newsletter, Vol. V, Issue No. 1, Spring 2012.

"Knowing Your Competition", Legal Management, Nov.-Dec. 2011.

"Training Better Analysts", SCIP.insight, Vol.3 Issue 9, September 2011.

"Reviews: Intelligence Analysis for Tomorrow"; "HOW TO PREDICT THE FUTURE", Competitive Intelligence Magazine, Vol. 14:2, April-June 2011.

"The Dark Arts of Business: Elicitation ", IAFIE News, June-August 2010, Vol. III, Issue 3.

"Review: Competitive Intelligence for the Executive", MRA's Alert' Magazine, July 2010.

"Reviews: Hyperperformance (Waters), Intelligence Research (Clouser), and Dark Arts (Taylor)", Competitive Intelligence Magazine, Vol. 13:2, April-June 2010.

"Review: Competitive Intelligence Advantage", Competitive Intelligence Magazine, Vol. 13:1, January-March 2010.

"You Can't Take It With You", [Association for Strategic Planning] The Strategic Edge, Feb. 2010.