

# 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.