

## CONSIDERATIONS FOR SUCCESSFULLY INVESTING IN COMMERCIAL INTELLIGENCE AND KNOWLEDGE MANAGEMENT

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### **Abstract:**

Recognizing the need to acquire, process, analyze, store, share, and protect information used to support decision-making and awareness of the business environment, Information Age companies may consider investing in business intelligence, competitive intelligence, and knowledge management. However, inadequate understanding of the capabilities and limitations of these distinct disciplines can lead to unrealistic expectations; consequently, many such investments yield disappointing results. This paper provides background information, and identifies key variables, that corporate leadership should take into account when contemplating an investment in one or more of these disciplines.

*Keywords: Business intelligence, competitive intelligence, knowledge management*