

Название публикации:

Services and mechanisms of competitive intelligence on the Internet | [Servicios y mecanismos de inteligencia competitiva en internet]

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Наименование журнала:

Espacios

Volume 39, Issue 45, 2018, 7p

Аннотация:

El objetivo del trabajo es analizar y estudiar los métodos para realizar una inteligencia competitiva basada en servicios de información. El artículo analiza los métodos para llevar a cabo la inteligencia competitiva en Internet, establece los objetivos y metas de la inteligencia competitiva y muestra las posibilidades de utilizar los servicios de información geográfica en la inteligencia competitiva. © 2018.

The goal of the work is to analyze and study the methods of conducting competitive intelligence based on information services. The article analyzes methods of conducting competitive intelligence on the Internet, states the goals and objectives of competitive intelligence, and shows the possibilities of using geoinformation services in competitive intelligence.

Ключевые слова:

Competitive intelligence, Economy, Economía, Geoinformatics, Geoinformation modeling, Geoinformation services, Geoinformática, Inteligencia competitiva