

# HOW TO CITE BESTOFBIZ CONTENT

## BRIEFINGS

**Corporate alliances - building and managing strategic business partnerships.**  
*Briefings, BestofBiz*, London Business School, December 2002

## BOOKS

**New Competitor Intelligence: the Complete Resource for Finding, Analyzing and Using Information about your Competitors** *Fuld, Leonard M*; Chichester, Wiley, 1995, 482p. ISBN 0471585092

## JOURNAL ARTICLES

**Competitive intelligence can be a bad investment.** *Simpson, Dan*; Journal of Business Strategy, Nov/Dec1997, Vol. 18 Issue 6, p8, 2p

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