

SEENA SHARP

Better business decisions start with Seena Sharp



Seena Sharp's engaging, provocative presentations snap audiences out of their "business as usual" ruts and shows them how to look at their companies, their industries and the marketplace with fresh eyes.

Founder of one of America's first competitive intelligence firms, Seena is a noted CI expert and author of *Competitive Intelligence Advantage: How to Minimize Risk, Avoid Surprises, and Grow Your Business in a Changing World* (Wiley).

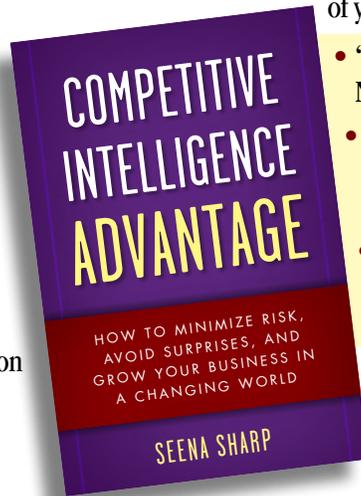
Top rated speaker Seena has addressed hundreds of audiences including:

- Harvard Business School's Entrepreneurial Conference
- New York Times Small Business Summit
- American Management Association
- European Business Information Conference
- Thunderbird School of Global Management
- University of Wisconsin, Executive Education
- Association for Strategic Planning
- Inc. Magazine

"Great speaker! Great substance! Great style!"
– Strategic Leadership Forum

"You were sensational. The 'stories' were perfect... you got applause two times; that is very rare."
– Minority Business Enterprise Center

"Many students thought you were the best of the outside speakers I brought to class this semester."
– Thunderbird Global School of Management



"You received the highest overall rating out of 87 speakers."

– Society of Competitive Intelligence Professionals annual conference (Seena is the recipient of SCIP's 2006 Fellows Award for outstanding contributions to the profession.)

Tailored for your audience Seena presents keynotes, workshops and hour-long sessions. She'll tailor her most popular presentations to meet the specific needs of your audience and the time available:

- **"Learn Before You Burn: The Market is Not What You Think It Is"**
- **"The Fresh Prince of Strategy: How Will Smith Used Competitive Intelligence to Take Over the World"**
- **"Change Your Filter, Change Your Future: Discover Growth Opportunities Hidden in Competitive Intelligence"**

30 years experience Since 1979, Sharp Market Intelligence has provided market due diligence, competitive intelligence, and early warning to B2B and B2C clients around the world, including American Express, Berkshire Hathaway, Chase, Hilton, Macy's, Nestlé, Rubbermaid, Starbucks, and many others — large and small. Learn to make smarter decisions with insight and foresight from Seena Sharp, a pioneer in the competitive intelligence field.

READY TO GET SHARP?

To add Seena Sharp to your program, contact Barbara Ramsey-Duke at +1.310.251.6830 or barbara@lilyfieldmarketing.com.

For details on Seena, her book, and her company, visit www.seenasharp.com.

Misunderstood and underestimated, **competitive intelligence** (CI) reduces uncertainty by delivering strategic knowledge and foreknowledge necessary for better business decisions.

CI pioneer **Seena Sharp** has been delivering this message — and practical techniques for turning information into intelligence — for 30 years.

John Wiley & Sons asked her to write the definitive book on CI for management and the result is a highly readable book including more than 70 examples of how and when to use CI for the company's benefit.

Competitive intelligence *saves* money or *makes* money — every time.

By uncovering and analyzing the reality of the marketplace and providing an external perspective, CI minimizes risk and results in the right decisions the first time.

CI reveals new opportunities, new applications, and new customers — before the competition notices a change.

The market is *not* what you think it is. Uncovering market changes requires a deliberate, specific and sophisticated investigation to find what is changing but not yet known.

And you won't find it on Google.

Success is predicated on keeping up with and responding to a volatile marketplace. CI is the best partner to get the desired results. Companies seeking growth opportunities move faster, more aggressively, and are more confident with the objectivity provided by CI.

THE AUTHOR

Noted competitive intelligence expert Seena Sharp has addressed professional and academic audiences around the world.

She has received rave reviews for introducing the value of CI to management, and for making them aware of surprising changes about their own industry.

THE BOOK

Competitive Intelligence Advantage immerses readers in the immediate benefits of market due diligence.

Successful decisions must reflect the realities of the marketplace, not management's beliefs (or delusions!).

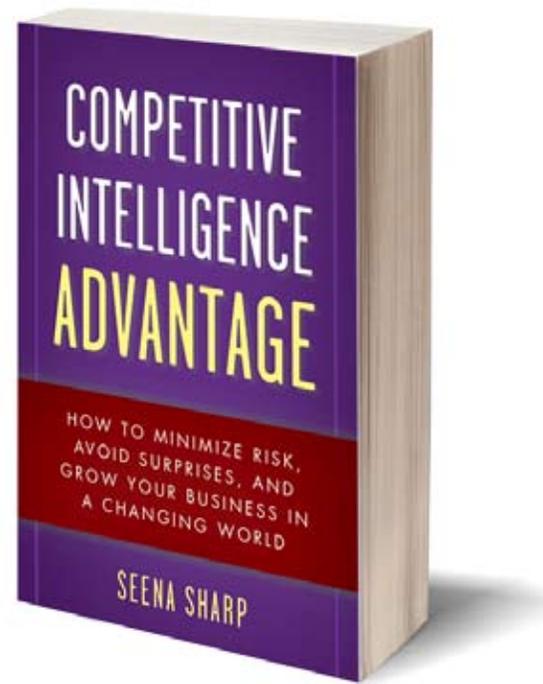
Competitive Intelligence Advantage explains:

- Why data is not intelligence
- How to unlearn what's no longer true and recognize what's emerging
- Why fixating on competitors is misguided and misleading
- The reasons executives rarely get truth and objectivity from employees—and how to change the company culture
- Why gut instinct and experience are less and less reliable in a changing world

REVIEWS

"After reading this book, you will see your business differently, because you will see the world differently."

— Steve Moya, consultant and former Senior VP and CMO, Humana, Inc.



"Seena Sharp has done it again! This incisive book and her no-holds barred style ring true. Every executive needs to learn about CI from the master."

— Paul Kinsinger, Professor of Business Intelligence, Thunderbird School of Global Management

"Savvy business owners and managers must read Sharp's insightful book before making another big decision. The top expert in the field has written a compelling and extremely readable book."

— Jane Applegate, columnist and author

"Many people view this discipline — mistakenly — as a numbers and facts game. Sharp knows how to do intelligence better than any other company in the business."

— Steve McIntosh, CEO, Research on Demand, Beijing

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For additional information, visit www.competitiveintelligenceadvantage.com.

