

Competitive Intelligence

A quarterly eBulletin from the people who bring you the Competitive Intelligence Executive MindXchange

June 2009 Vol 2 | Issue 2

Strategic Competitive and Market Insights to Propel Profit and Growth

Don't Know About the Ning Competitive Intelligence Site? You Should

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On Ning.com, one of the most innovative social networking tools to emerge from Silicon Valley in the last few years, anyone can start a new social network, or create a profile and seek out existing networks. Presently, Ning hosts more than 1 million social networks and more than 27 million registered members, so it should come as no surprise that there's a Ning network dedicated to Competitive Intelligence — "Tactical, Operational & Strategic Analysis of Markets, Competitors & Industries."

What is exciting is the group's numbers — at last count it has more than 870 members — and the passion and vivacity with which members participate in the network's discussion boards. Browsing the network, you get the sense this is a group of professionals who truly love what they do — and they're having fun doing it. Threads for topics are as far-ranging as pharma, politics, pop culture (one recent forum topic: "'Duplicity' starring Julia Roberts & Clive Owens: is it a CI movie?"), the CI community ("Interest in starting an online-only academic CI journal?") and CI's evolving role.

Arik Johnson, and an active member of the CI community and founder of Aurora WDC, a competitive intelligence consulting agency in Chippewa Falls, Wisc., founded the Competitive Intelligence Ning network. Johnson frequently writes and speaks on topics pertaining to competitive intelligence in the Web 2.0 digital space.