

Competitive Intelligence

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

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Strategic Competitive and Market Insights to Propel Profit and Growth

Tweeting Live From New Orleans

In my Internet forays, I was pleasantly surprised to discover a thread on Twitter that was live from the 16th Annual Competitive Intelligence 2009 event January in New Orleans.

A half-dozen or so attendees tweeted on topics as varied as speakers at the Executive MindXchange, flight delays and topical take-aways. Some of my favorite posts are from August Jackson (www.twitter.com/8of12): "Success requires a clear definition of what CI is and what value you can/will deliver. Be definitive, specific." And: "If you get a rumor from the C-Suite you need to kill it or validate it."

To find the thread, go to <http://search.twitter.com> and search "#frostci." Next year, let's see if we can't get twice as many attendees to join the conversation. In the meantime, follow twitter.com/Frost_Events for all the latest information on the Competitive Intelligence eBulletin and other Frost & Sullivan community news.