



Competitive Intelligence Using Google Alerts

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What is Competitive Intelligence?

Competitive Intelligence is gathering & analyzing information about products, customers, suppliers, & competitors that helps you make decisions for your business.

1. It is ethical and legal as opposed to industrial espionage which is illegal.
2. Better information produces better decisions.

What is Competitive Intelligence?

Competitive Intelligence is knowing when...

- A potential customer issues a Request for Proposal
- Your major competitor reduces the price of a key product
- Someone posts a negative comment on FaceBook about your service
- Potential legislative changes are being discussed that would effect your business
- Your primary supplier is having financial difficulty

Google Alerts

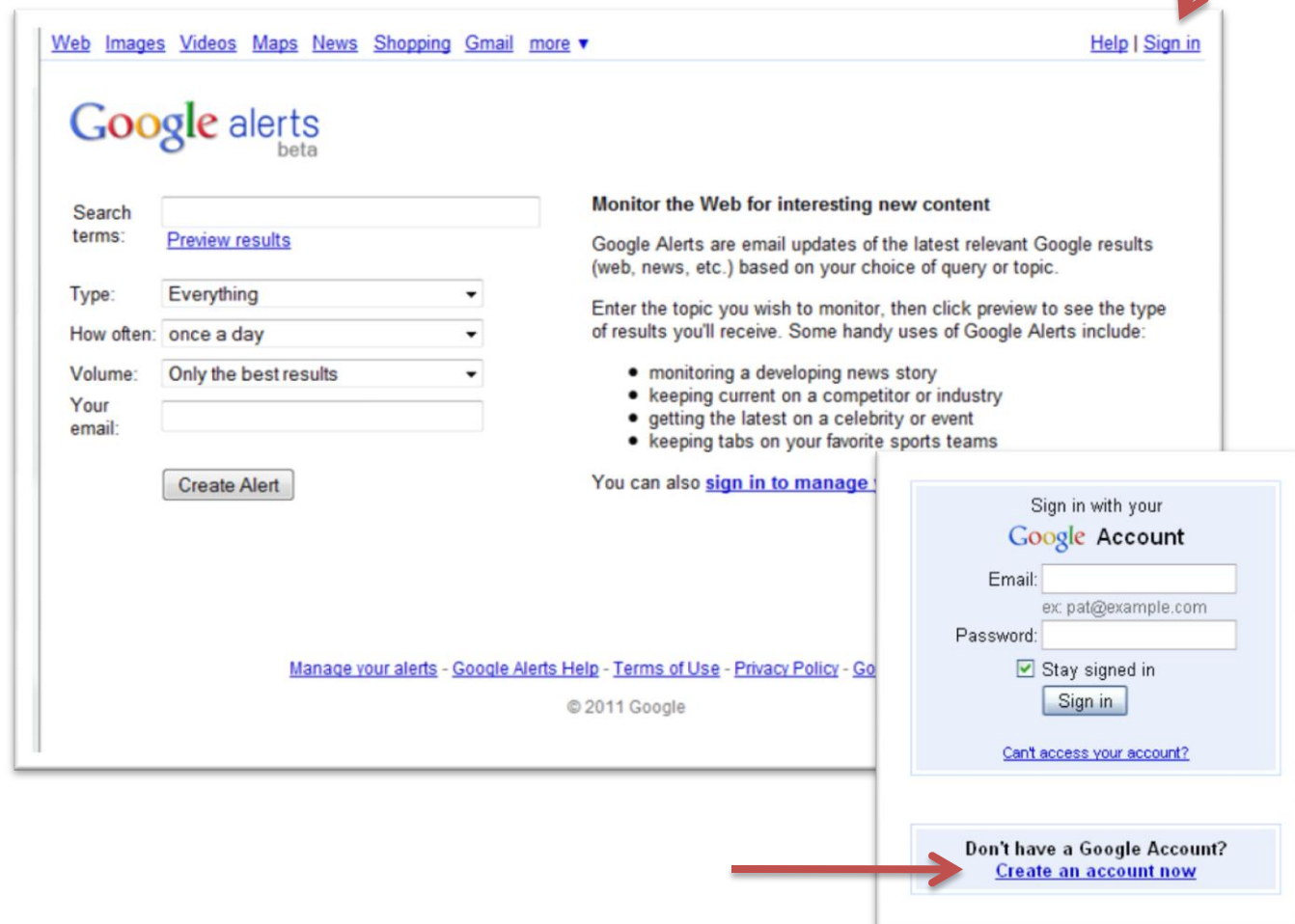
- Tells you about changes on the internet.
- It is free.
- You set it once & let it run.



Google Alerts

- www.google.com/alerts

- Sign in
- Create a Google account if you don't already have one



The screenshot shows the Google Alerts website. At the top, there are navigation links: Web, Images, Videos, Maps, News, Shopping, Gmail, and more. On the right, there are links for Help and Sign in, with a red arrow pointing to the Sign in link. The main heading is "Google alerts beta". Below this, there is a search form with a "Search terms:" label, a text input field, and a "Preview results" link. To the right of the search form, there is a section titled "Monitor the Web for interesting new content" which explains that Google Alerts are email updates of the latest relevant Google results. Below this, there is a list of uses for Google Alerts: monitoring a developing news story, keeping current on a competitor or industry, getting the latest on a celebrity or event, and keeping tabs on your favorite sports teams. There is also a "Create Alert" button. At the bottom, there are links for "Manage your alerts", "Google Alerts Help", "Terms of Use", and "Privacy Policy". A red arrow points to the "Sign in" link in the bottom right corner, which is part of a "Don't have a Google Account? Create an account now" section.

Web Images Videos Maps News Shopping Gmail more ▼ Help | Sign in

Google alerts
beta

Search terms: [Preview results](#)

Type:

How often:

Volume:

Your email:

Monitor the Web for interesting new content

Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic.

Enter the topic you wish to monitor, then click preview to see the type of results you'll receive. Some handy uses of Google Alerts include:

- monitoring a developing news story
- keeping current on a competitor or industry
- getting the latest on a celebrity or event
- keeping tabs on your favorite sports teams

You can also [sign in to manage](#)

[Manage your alerts](#) - [Google Alerts Help](#) - [Terms of Use](#) - [Privacy Policy](#) - [Go](#)

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Sign in with your
Google Account

Email:
ex: pat@example.com

Password:

☒ Stay signed in

[Can't access your account?](#)

Don't have a Google Account?
[Create an account now](#)



Create an Account

Your Google Account gives you access to Google Places and [other Google services](#). If you already have a Google Account, you can [sign in here](#).

Required information for Google account

Your current email address:

e.g. myname@example.com. This will be used to sign-in to your account.

Choose a password:

[Password strength:](#)

Minimum of 8 characters in length.

Re-enter password:



Stay signed in



Enable Web History [Learn More](#)

Get started with Google Places

Location:

Birthday:

MM/DD/YYYY (e.g. "9/9/2010")

Word Verification:

Type the characters you see in the picture below.

travel



Letters are not case-sensitive

Terms of Service:

Please check the Google Account information you've entered above (feel free to change anything you like), and review the Terms of Service below.

[Printable Version](#)

Google Terms of Service

Welcome to Google!

1. Your relationship with Google

...

By clicking on 'I accept' below you are agreeing to the [Terms of Service](#) above and the [Privacy Policy](#).



Web History?
No Thanks

Create an Alert: Search Terms

[Web](#) [Images](#) [Videos](#) [Maps](#) [News](#) [Shopping](#) [Gmail](#) [rr](#)



Search terms:

← “tenby tech” OR “tenby technologies” OR tenbytech.com

Type:

Everything ▼

How often:

once a day ▼

Volume:

Only the best results ▼

Your email:

info@tenbytech.com

Create Alert

Company name in quotes

Web site URL

Separate each term with a vertical bar |
or the word **OR** in upper case

Create an Alert

[Web](#) [Images](#) [Videos](#) [Maps](#) [News](#) [Shopping](#) [Gmail](#) [rr](#)



Search terms:

Type:

How often:

Volume:

Your email:

Create Alert

Everything

News

Blogs

Realtime (FaceBook, Twitter,...)

Video

Discussions

As it happens

Once a Day

Once a Week

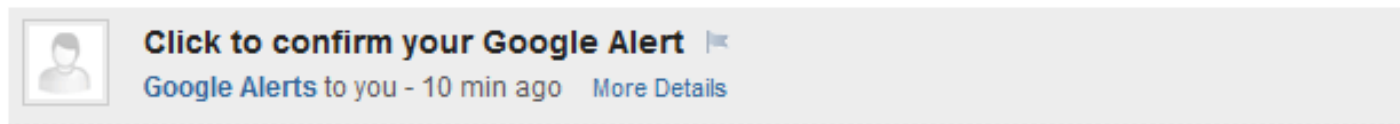
Only the best results

All results

Your email address

Create an Alert

- Google will send a verification email the 1st time you setup an alert



Google received a request to start sending Alerts for the search
["tenby ...] to dslackman@aol.com.

Verify this Google Alert request:

<http://www.google.com/alerts/verify?hl=en&gl=us&s=AB2Xq4hvLLpFFmYR5OxViTaoJ42DJTcCkNFHosq>

Cancel this Google Alert request:

<http://www.google.com/alerts/remove?hl=en&gl=us&s=AB2Xq4hvLLpFFmYR5OxViTaoJ42DJTcCkNFHosq>

Thanks,

The Google Alerts Team

<http://www.google.com/alerts?hl=en&gl=us>

This service is offered under Google's standard terms of service: <http://www.google.com/accounts/TOS>

Manage Alerts

[Web](#) [Images](#) [Videos](#) [Maps](#) [News](#) [Shopping](#) [Mail](#) [more ▼](#)

[dslackman@aol.com](#) | [My Account](#) | [Help](#) | [Sign out](#)



[Create a new alert](#) | [Switch to text emails](#) | [Export alerts](#)

Everything	Volume	How often	Deliver to	
<input type="checkbox"/> "fox irb" foxirb.com "pearl irb" pearlirb.com "irb services" irbservices.com "rcrc independent review board" rcrc-irb.com	All results	Once a day	dslackman@aol.com	edit
<input type="checkbox"/> "Lakeside Design" lake-side-design.com	All results	Once a day	dslackman@aol.com	edit
<input type="checkbox"/> "maberry consulting" "mayberry consulting" maberryconsulting.com "heartland irb" "heartland institutional" heartlandirb.org heartlandirb.com	All results	Once a day	dslackman@aol.com	edit
<input type="checkbox"/> "Monster Commerce" monstercommerce.com "Juggle, LLC" juggle.com "Norcom 2000" norcom2000.com "HTC Technologies" htctech.net "Lakeside Design" lake-side-design.com "3000 LB. Gorilla" 3000lbgorilla.com	All results	Once a day	dslackman@aol.com	edit
<input type="checkbox"/> "rls global" rls-global.com "riverbend logistics"	All results	Once a day	dslackman@aol.com	edit
<input type="checkbox"/> "tenby technologies" tenbytech tenbytech.com	All results	Once a day	dslackman@aol.com	edit
<input type="checkbox"/> "Wisper ISP" wisperisp.com "ZakGraphix" zakgraphix.com "Team Creations" teamcreations.com "visual lure" visuallure.com "Mid America Web Design" midamericaweb.com "Design To Delivery" designtodelivery.com	All results	Once a day	dslackman@aol.com	edit

[Google Alerts Help](#) - [Terms of Use](#) - [Privacy Policy](#) - [Google Home](#)

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Google Alert Emails



Google Alert - "maberry consulting" | "mayberry consulting" | maberryconsulting.com | "heartland irb" | "heartland institutional" | heartlandirb.org | heartlandirb.com

Google Alerts to you - Feb 23 [More Details](#)

Web

1 new result for "maberry consulting" | "mayberry consulting" | maberryconsulting.com | "heartland irb" | "heartland institutional" | heartlandirb.org | heartlandirb.com

[Maberry on Veingle](#)

Tags: Travel seattle shuttle interview hood canal Travel · **Maberry Consulting** and Evaluation

Services: MC Evaluation Project Evaluation ...

www.veingle.com/s/Maberry.html


Tip: Use a minus sign (-) in front of terms in your query that you want to exclude. [Learn more](#).

[Remove](#) this alert.

[Create](#) another alert.

[Manage](#) your alerts.

Google Alert Emails



Google Alert - "fox irb" | foxirb.com | "pearl irb" | pearlirb.com | "irb services" | irbservices.com | rcrc-irb.com

Google Alerts to you - Feb 22 [More Details](#)

Web

3 new results for "fox irb" | foxirb.com | "pearl irb" | pearlirb.com | "irb services" | irbservices.com | "rcrc independent review board" | rcrc-irb.com

[Chesapeake IRB Fee Schedule IRB Services for Institutional ...](#)

IRB Services for Institutional Relationships and Single Site Studies. (Chesapeake IRB is not the CentrallRB). Initial Review of Protocol and Principal ...
www.georgiahealth.edu/.../CRRInstitutionalFeeSchedule.pdf

[Schulman Associates IRB, Inc. | LinkedIn](#)

Since 1983 Schulman Associates Institutional Review Board, Inc., has provided the research community with IRB services of the highest caliber. ...
www.linkedin.com/company/schulman-associates-irb-inc

[Schulman Associates IRB, Inc. Jobs | Monster.com](#)

In its 28 year history, Schulman has provided the research community with IRB services of the highest caliber throughout the United States and ...
jobsearch.monster.com/Search.aspx?co=xw117483259wx...

Tip: Use a plus sign (+) to match a term in your query exactly as is. [Learn more](#).

[Remove](#) this alert.

[Create](#) another alert.

[Manage](#) your alerts.

Thank You For Listening To Our Presentation

- All slides will be available on our web site
 - tenbytech.com/other.html
- We will stick around after the meeting if you have more questions

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