

ECONOMIC RECESSION A CALL FOR COMPETITIVE INTELLIGENCE

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Abstract: *Global recession brought about a significant growth in competition, stressing the need for relevant and reliable intelligence as a support for making efficient strategic decisions. The recent circumstances draw the attention far more earnestly this time on the need for an intelligence structure within companies to be ready for sustaining business management endeavours in line with increasing competitiveness, protection and promotion of their interests.*

Keywords: *recession, competitive intelligence, business*