

REAL-TIME COMPETITIVE ANALYSIS

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THE TOP 10 THINGS YOU NEED TO KNOW ABOUT MAKING SOUND DECISIONS AND DEFENDING THEM

1. Triangulate.
2. Question authority.
3. Gather information continuously.
4. Do your own math.
5. Use forecasts with care.
6. Document your sources.
7. Maintain version control.
8. Know your audience.
9. Make clear tables & graphs.
10. Protect your proprietary information.

Good + Rigorous + Insightful ⇒ Sound
Information + Methodology + Analysis ⇒ Decisions

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