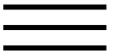


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Abstract

In an unstable environment, enterprises are gradually realizing that there should be major changes in how they deploy their strategic resources to compete in the knowledge economy. In this paper, the role of competitive intelligence in South African manufacturing enterprises is examined. The difference between the industrial and the knowledge economy and the competitive intelligence function in an enterprise is explained. The manufacturing industry is the biggest industry in South Africa and in a previous study by the researcher it was founded that only 44% of manufacturing enterprises in South Africa collected information on competitors. It was therefore decided to do a follow-up study and to determine the importance of competitive intelligence in the strategic management process of these enterprises, to find out where and how the enterprises obtain information on competitors and the use of competitive

intelligence systems in these enterprises.



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Keywords

Competitive intelligence; Knowledge economy; South Africa; Manufacturing industries

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Adeline du Toit is professor in the Department of Information Studies at the Rand Afrikaans University. Her teaching responsibilities include information economy and information management. She has published nearly 50 peer-reviewed articles and conference papers international publications and has acted as a consultant to various private enterprises.

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