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CREATING VALUE-BASED MEDICAL LIBRARY SERVICES THROUGH COMPETITIVE INTELLIGENCE

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Abstract

Competitive Intelligence is a management tool that enables top executives make smart, successful and strategic decisions thereby minimizing risk, avoiding being short-sighted, and getting it right the first time. The paper is a review on how the medical library can employ competitive intelligence to enhance their services in the healthcare organization. The paper notes that competitive intelligence will enable Medical Libraries to offer innovative and creative services. The paper concludes that medical librarians and information professionals should be re-positioned to become strategic part of the corporate information environment. They must also become more proactive in promoting their services and projecting their library within their own organization.

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