

WHEN TO USE IT

- Identify and capitalize on industry trends
- Develop effective market strategies
- Maximize research investments
- Identify alternative applications for products
- Expedite time-to-market
- Monitor innovations and intellectual property
- Identify potential business partners, customers and competitors

WHO USES IT

- Business and financial analysts
- Information professionals
- Intellectual property specialists
- Legal counsel
- Licensing professionals
- Merger and acquisition specialists
- R&D leaders

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