



竞争

Competitive Intelligence

情报

再出发——写在《竞争情报》公开发行之际	03
“创客型”竞争情报	07
站在海峡另一端 智财战神谈专利 ——访世博集团执行长周延鹏	32
深度解读日本竞争情报的现状和特点	39
成熟期企业竞争情报机构业务重构方 法研究——以国有大型钢铁企业为例	45

Competitive Intelligence **IDEA** Study
 solution Strategy Analysis 海尔 HOPE
 solution 华为竞争情报 CI Horizon
 Theory Methodology 智财战神 JOU Yanpeng
 Overseas Travelogue 新刊贺词集锦
 创客健康服务业 CI Application
 in Enterprises
 20年大事记 creative
 Titles of CI Articles from Magazines
 CI Techniques 技术竞争情报服务创客
 New Horizons 国有大型钢铁企业
 CONCEPTION idea
 MIRU view Techniques CONCEPTION design IDEA
 communication SOLUTION design
 日本竞争情报 Health Services Industry
 Feature Article Overseas Travelogue art
 Case Study CREATIVE communication
 concept CI Essay SOLUTION MIND
 Notification IPR Strategy and art
 竞争情报演进历程 Patent Analysis
 CI Guys mind image CONCEPT
 DESIGN IDEA Interview

读本
 邮发代号4—904

2015年2月
第11卷第1期

目次 CONTENTS

■ 发刊词 ----- 03	□ Foreword ----- 03
03 再出发——写在《竞争情报》公开发行之际 (陈超)	03 Relaunch-Foreword on Publicly Published (CHEN Chao)
■ 新刊贺词集锦 ----- 04	□ Collection of Congratulations ----- 04
■ 特写 ----- 07	□ Feature ----- 07
07-14 “创客型”竞争情报 (施雯)	07-14 Competitive Intelligence in “Maker” Mode (SHI Wen)
15-17 海尔HOPE平台：以技术竞争情报服务“创客” (成博)	15-17 Haier’s HOPE Platform: Serve “Maker” with Technology Competitive Intelligence (CHENG Bo)
■ 情报行业纵观 ----- 18	□ CI Horizon ----- 18
18-25 竞争情报的发展脉络与演进历程述评 (赵筱媛)	18-25 A Review of the Development Evolution of Competitive Intelligence (ZHAO Xiaoyuan)
26-31 中国竞争情报20年大事记 (张左之)	26-31 20 Years Memorabilia of Competitive Intelligence in China (ZHANG Zuozhi)
■ CI人物访谈 ----- 32	□ Interview with CIers ----- 32
32-38 站在海峡另一端 智财战神谈专利——访世博集团执行长周延鹏 (吴卓群)	32-38 On the Other Side of Strait: Intellectual Property Guarder Talking about Patent-Interview with CEO of Wispro Group Mr. JOU Yanpeng (WU Zhuoqun)
■ CI在海外 ----- 39	□ CI Overseas ----- 39
39-44 深度解读日本竞争情报的现状和特点 (高桥文行)	39-44 Deep Exploration of the Status and Features of Competitive Intelligence in Japan (Fumiyuki TAKAHASHI)
■ CI企业应用 ----- 45	□ CI Application in Enterprises ----- 45
45-49 成熟期企业竞争情报机构业务重构方法研究——以国有大型钢铁企业为例 (李国团)	45-49 Research on Operational Restructuring Method for A Competitive Intelligence Department of Companies in the Mature Stage: A Case Study of Large State-owned Iron and Steel Companies (LI Guotuan)
■ CI随笔 ----- 50	□ CI Essay ----- 50
50-51 从任正非话语解读华为竞争情报 (陈鹰)	50-51 Interpretation of Huawei’s Competitive Intelligence from Ren Zhengfei’s Speech (CHEN Si)
52-53 情报学发展之四看 (化柏林)	52-53 Four Point of View on Information Science Development (HUA Bolin)
■ MIRU视点 ----- 54	□ MIRU View ----- 54
54-60 世界健康服务业发展动态 (姚恒美)	54-60 Study on Global Development of Health Services Industry (YAO Hengmei)
■ 各刊题录汇总 ----- 61	□ Titles of CI Articles from Magazines ----- 61
■ 通知 ----- 38 49 51	□ Notice ----- 38 49 51

特写

Feature

CI Horizon

情报行业纵观

Interview with Clers

CI人物访谈

CI在海外

CI Overseas

CI企业应用

CI Application in Enterprises

CI随笔

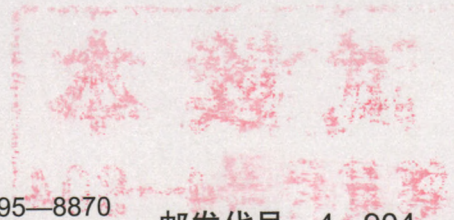
CI Essay

MIRU View

MIRU视点

各刊题录汇总

Titles of CI Articles from Magazines



刊号: ISSN 2095-8870
CN31-2107/G3

邮发代号: 4-904 零售价: 人民币28.00元

ISSN 2095-8870



9 772095 887156