



IAFIE EC INDUSTRY DIGEST

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COMPANIES AND PRODUCTS:

1. **34 AI COMPANIES BUILDING A SMARTER TOMORROW, TODAY**
<https://builtin.com/artificial-intelligence/ai-companies-roundup>
2. **How Companies Are Using AI In Digital Marketing**
<https://www.simplilearn.com/how-companies-are-using-artificial-intelligence-ai-in-digital-marketing-article>
3. **How Much Does BI Software Cost? 2021 Pricing Guide**
<https://www.betterbuys.com/bi/bi-pricing-guide/>

TOOLS:

4. **Top Threat Intelligence Platforms for 2021**
<https://www.esecurityplanet.com/products/threat-intelligence-platforms/>
5. **10 Best Customer Experience Management Software Of 2021**
<https://thecxlead.com/tools/customer-experience-management-software/>
6. **10 Best Open Source Monitoring Software for IT Infrastructure**
<https://geekflare.com/best-open-source-monitoring-software/>

ARTICLES:

7. **How does Google Alerts Work and Why It Doesn't**
https://www.confify.com/resources/blog/how-does-google-alerts-work-and-why-it-doesnt/#utm_source=email&utm_medium=drip_email&utm_campaign=MIContent_active
8. **When Penetrating New Markets, Competitive Intelligence is a Must**
<https://www.linx.co.il/post/when-penetrating-new-markets-competitive-intelligence-is-a-must>
9. **What 2020 taught us about the need for deception technology**
<https://www.scmagazine.com/perspectives/what-2020-taught-us-about-the-need-for-counterintelligence/>

REPORTS:

10. **NEW DATA: 61% of Businesses Say Competitive Intelligence Directly Impacts Revenue / 2021 State of Competitive Intelligence Report**
https://www.crayon.co/blog/new-data-competitive-intelligence-increases-revenue?utm_medium=email&_hsmi=116550583&_hsenc=p2ANqtz-9ph-J5qWys2y8h9vFqKgWzl15UE23-HJxNEVH-

Bjl_Pp2pMeBu7STERnByYtzX11zqb93NiHThXchfR1fasuvCdrV1mw&utm_content=116550583&utm_source=hs_email

- 11. Global Self-service Business Intelligence Market 2021 Industry Research Update, Future Scope, Size Estimation, Revenue, Pricing Trends, Growth Opportunity, Regional Outlook and Forecast to 2026**

<https://www.marketwatch.com/press-release/global-self-service-business-intelligence-market-2021-industry-research-update-future-scope-size-estimation-revenue-pricing-trends-growth-opportunity-regional-outlook-and-forecast-to-2026-2021-03-18>

- 12. Global Homeland Security Industry**

<https://www.globenewswire.com/news-release/2021/02/26/2183595/0/en/Global-Homeland-Security-Industry.html>

ACADEMIC ARTICLES/STUDIES:

- 13. Big Data Analytics in Building the Competitive Intelligence of Organizations**

<https://www.sciencedirect.com/science/article/pii/S0268401220314304>

- 14. Examination in B2B trade show: the effects of competitive intelligence and the information management system on the exhibitor's marketing strategy**

<https://link.springer.com/article/10.1057/s41270-020-00096-2>

- 15. Study on the Growth Path, Corporate Strategy, and Management Tactics of Chinese Internet Enterprises**

http://journal05.magtech.org.cn/jweb_gjpl/EN/abstract/abstract1899.shtml

CONFERENCES AND WORKSHOPS:

- 16. New To Cyber Summit (free)**

https://www.sans.org/event/newto cyber-summit-2021/?utm_medium=Email&utm_source=Newsbites&utm_content=NBvol23no22+EMEA&utm_campaign=Newto cyber+Summit+2021

- 17. ClousSecNext Summit & Training 2021 (free)**

https://www.sans.org/event/cloudsecnext-summit-2021/?utm_medium=Email&utm_source=Newsbites&utm_content=NBvol23no22+EMEA&utm_campaign=cloudsecnext+summit+2021

- 18. Security Through The Dark Web (free webinar)**

<https://www.eventbrite.com/e/security-through-the-dark-web-with-heather-hodges-senior-instructor-registration-142238377817>