

Market Intelligence (MKI) is gathered through internal analysis, competition analysis, and market analysis about the total environment forming a broad spectrum of assembled knowledge, which is then used for developing scenarios so that timely reporting of vital foreknowledge for future planning in the areas of strategic, tactical, and counter-intelligence decision-making can be applied operationally and strategically in respect to the whole organization's strategic interest for the whole market. (Total environment)

Economic Intelligence (EI) is econometric analyses of economic systems, cycles, monetary and fiscal policy, tracts resources and collects information about labor, capital, markets, natural resources, scarcity, production, distribution, logistics, consumption of goods, services, money, costs, underground, absolute advantage, comparative advantage, competitive advantage, and trends in the microeconomic, macroeconomic, and managerial economic environments. Economic intelligence is the economic analysis that allows a nation to estimate the magnitude of possible military threats and is valuable in estimating the intentions of a potential enemy in wartime. (Total environment)

A Tale of Two Words

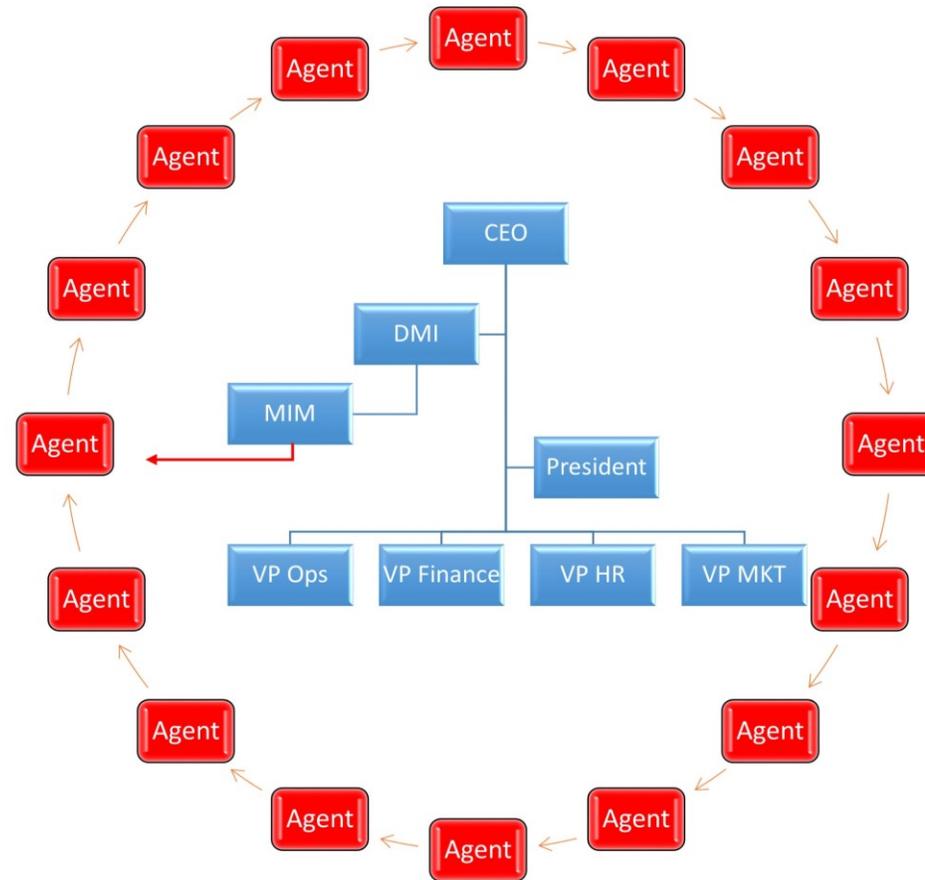


Department of Market Intelligence

#1 Report Directly and Only to the President

#2 Eyes and Ears of the President

#3 Protection & Security of the President



Source: Grooms 2016 Market Intelligence ... The Original Work

17 Basic Types of Market Intelligence

Think of market intelligence as the glue that binds management and marketing, government intelligence and business intelligence, and the linkages to all the other various types of intelligence, which has connectivity to every intelligence existence.

At the most fundamental level, the market intelligence department and operations is a philosophy and concept to encourage innovations that create new value for Presidents of Countries and Presidents and CEOs of Corporations.

“Market Intelligence is what makes all intelligence, intelligence.” – Thomas Fletcher Grooms

Source: Grooms 2016 Market Intelligence ... The Original Work

α^* I	Intelligence	Information evaluated to form a pictorial
MI	Military Intelligence	Information for security and penetration
EI	Economic Intelligence	Economic activity of threats and intentions
PI	Political Intelligence	Information influencing government & governed
BI	Business Intelligence	Covert collection of information on activities
SI	Strategic Intelligence	Analyzing factors for LT forecasting & planning
TI	Tactical Intelligence	Analyzing factors for ST operations
CTI	Counter- intelligence	Methods designed to neutralize and stop threats
KMS	Knowledge Management Systems	Program arranging transformation of information to support decision-making
MKTR	Marketing Research	Investigation, collection, analysis of interests
MKTIS	Marketing Information Systems	Program arranging marketing data to support decision-making
CI	Competitive Intelligence	Identifying competitive risks and activities
CRI	Competitor Intelligence	Identifying and analyzing specific competitors
MKTI	Marketing Intelligence	Facts relevant to marketing planning and decisions
EI	Electronic Intelligence	Time critical information dependent on speed
TechI	Technical Intelligence	Science and industry inventions and discoveries
RTI	Real-time Intelligence	Actual information at the moment when needed
WI	Whisper Intelligence	Secret or confidentiality communicated undetected
Ω^* MKI	Market Intelligence	Umbrella protecting and watching the backs of Presidents and CEOs

Department of Market Intelligence

Detection - Vigilance – Mitigation

Actual Case ...

The Spy Within



This Year:

Personal Records

2,000,000,000 (2-Billion)

Hackers

\$600,000,000,000 (\$600-Billion)

Cybercrimes

\$1,000,000,000,000 (\$1-Trillion)

Corporate Espionage

\$3,000,000,000,000 (\$3-Trillion)

Economic Espionage

\$5,000,000,000,000 (\$5-Trillion)

Department of Market Intelligence

Economic Intelligence

5-Five Key **Elements** of Economic Intelligence

Money

Workers

Materials

Energy

Sources

Source: Grooms 2016 Market Intelligence ... The Original Work



Department of Market Intelligence

Economic Intelligence

5-Five Key Forces of Economic Intelligence

Demographics and Psychographics

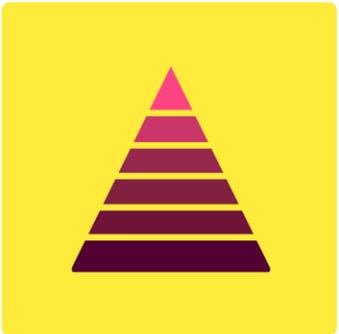
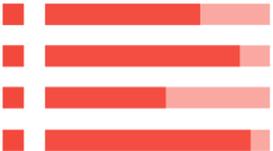
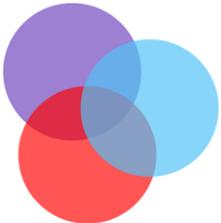
Velocity of Money

Cycles

Policy

Trends

Source: Grooms 2016 Market Intelligence ... The Original Work



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Economic Intelligence

5-Five Most Important Economic Decisions of Government

What shall be produced

How shall goods be produced

Who shall get the goods produced

Type of economic system

How fast shall the economy grow in the
inflation

prosperity and recovery cycle

How slow shall the economy decline in the
deflation

depression and recession cycle

Source: Grooms 2016 Market Intelligence ... The Original Work



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Early Detection Types of Threats and Deterrence

Corporate Threats

Sauron and Ransomware

Privacy – Secrets - Censorship
(Individuals - Governments)

Waymo

Uber – Google - Self-driving program
(14,000 files of Trade Secrets and
Research)

United Airlines

Privacy – Secrets - Censorship
(Corporations)



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Early Detection Types of Threats and Deterrence

Government Threats

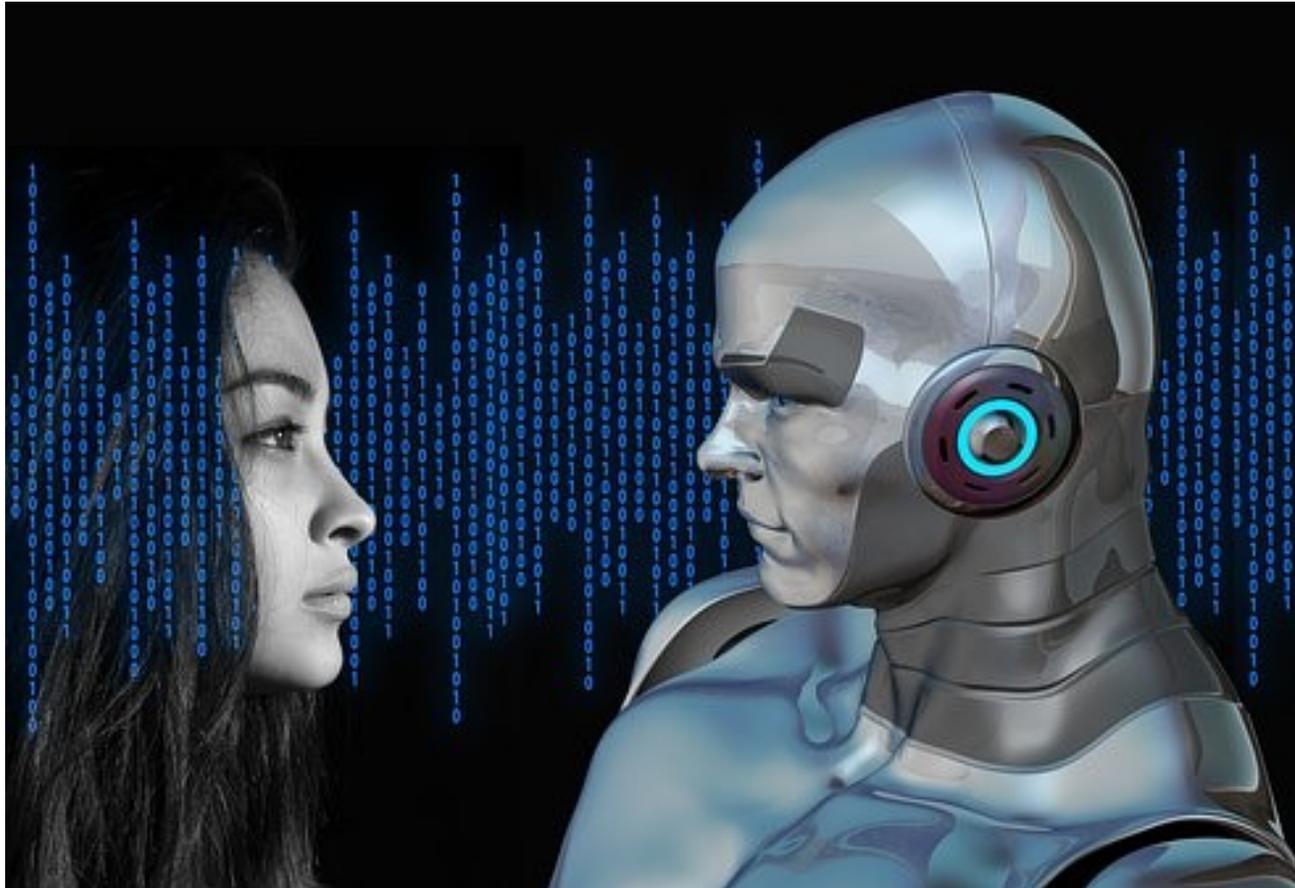
United States of America

Information Warfare – Secrets –
Overthrow – Head-of-State
(Governments)



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Prism Topic for Presidents



How do I
really know
what is
going on ... ?

ANSWER ...

Department of Market Intelligence

1) Pre-Conceived Intelligence

2) Anticipated Intelligence

3) Expected Perceptions of Intelligence



2017

*****The 1st organization in the world right now in 2017 is designing and in the process of implementing the first 'Actual' Market Intelligence Department using this book as its blueprint. This entity will have a global strategic advantage over all others in the world when launched. Someone is paying attention.*****





Coming

2017

**Thomas Fletcher Grooms
The Father of Market Intelligence**