
USING ANALYSIS OF PATENT INFORMATION IN COMPETITIVE INTELLIGENCE

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Abstract

The study tested the features and capabilities of analyzing patent information in competitive intelligence and in developing strategies for strengthening corporate competitiveness. We examined the process of competitive intelligence, determined and stated the stages of analysis of patent information within the scope of competitive intelligence and emphasized its importance for the company

Keywords

Technological entrepreneurship, start-up, competitiveness, competitive intelligence, intellectual property, patent landscape, analysis of patent information

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