

How to Outmaneuver Your Competition

Are you wondering what your competition is up to, or how to offset their initiatives? Our February speaker gave us new insights into the topic of Competitive Intelligence. David Lithwick, senior partner at Market Alert Limited, a market intelligence company, presented a stimulating talk on competitive intelligence: Why it is necessary and how to go about retrieving it. Even more eye opening was finding out how easy it is to give away confidential information without realizing it.

The topic intrigued many and resulted in an excellent turnout. In fact, both the subject matter and the camaraderie created such enthusiasm that half of the audience remained afterwards to chat with the speaker and one another.

Don't miss out on topics that impact your career. Join us to build skills and knowledge, make connections and benefit from everything that HBAC has to offer!

Upcoming events:

- June 7, 2007: Janice E. Parente, Ethica Clinical Research Inc.
- August 14, 2007: Golf Tournament



February speaker David Lithwick with (from left to right) partner Marta Michniewicz of Market Alert; Sandra Shaw, HBAC Board Member; and Robin Grover, HBAC President

We're easy to reach!

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