

**The level of using New Technologies of Information and
Communication to activate the role of Marketing Intelligence System in
SMEs - Case study of VENUS LABORATORIES**

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Abstract:

This study aims to show the extent of the dependence of the SMEs on the information and data available on the various NTIC in order to activate the role of the marketing intelligence system.

Where the study concluded that the company in question is highly dependent on the sources of information available on the virtual space, in particular on social media platforms, which allows it to remain vigilant on what is happening in its environment. But without these practices being equivalent to a system of marketing intelligence.

Keywords: marketing intelligence; new technologies of information and communication; social media.

JEL Classification Codes : M15, M31

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1. INTRODUCTION

The organization operates under growing risks and rapid and successive environmental changes with a high level of uncertainty, whether in the internal or external market. Especially with the increasing intensity of competition and the continuous change in the tastes, needs and desires of consumers, in addition to the information and communication revolution, which made it face great challenges. From here, the role of marketing appears to ensure the continuity of the institution in the market, because of its ability to identify internal strengths and external opportunities provided by the market to seize and benefit from, as well as show weaknesses and threats and how to deal with them.

Within this trend, the marketing intelligence system has become one of the tools for collecting data and marketing data on a continuous and continuous basis to provide information to marketing decision makers, enhance competitive capabilities to reach the desired results and established goals, and raise the efficiency, effectiveness and accuracy of the decisions taken. There is no doubt that the technological development that the world has witnessed in the field of information and communication technologies during the last two decades has made it easier for organizations to obtain information quickly, in a larger volume and at a much lower cost than the classic methods of collecting information, as the Internet provides a huge amount of data through the explosion of available content. Classification and exploitation tools.

Study problematic:

What is the contribution of the use of new technologies of information and communication NTIC in activating the marketing intelligence system in the Algerian economic institution?

Study hypothesis:

- Activating the role of the intelligence system mainly depends on the degree and level of access to information.
- The NTIC especially the Internet, allow institutions to obtain a large amount of information.
- SMEs based on information's and data offered by NTIC to activate the marketing intelligence system.
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2. General concepts about the marketing intelligence system.

Information is the lifeblood of the marketing process, and marketing decisions cannot be taken in its absence, as marketing decisions are affected by many factors and environmental variables, whether internal or external. Therefore, the marketing decision-makers need a large amount of information about the surrounding variables, and to predict their expected trends and their effects on the internal activities of the organization and the market, so that they can make the correct marketing decisions in light of the environmental uncertainty faced by the marketing management .

Marketing intelligence is one of the most important sources of marketing information system.

2.1 Definitions of Marketing Intelligence:

There are several definitions that dealt with the concept of marketing intelligence, including:

Marketing Intelligence can be defined as the process of acquiring and analyzing information in order to understand the market, determine its needs and preferences present and future, as well as its attitudes and behaviors, and evaluate environmental changes that might affect the size and nature of said market in the future (Haces, 2009, p. 130).

The marketing intelligence system also contributes to improving strategic decision making, following up evaluating competitors' activities and orientations, working to attract managers' attention to avoid risks and threats early, and seize opportunities in the market and invest them (AL-TAEE, 2015, p. 433).

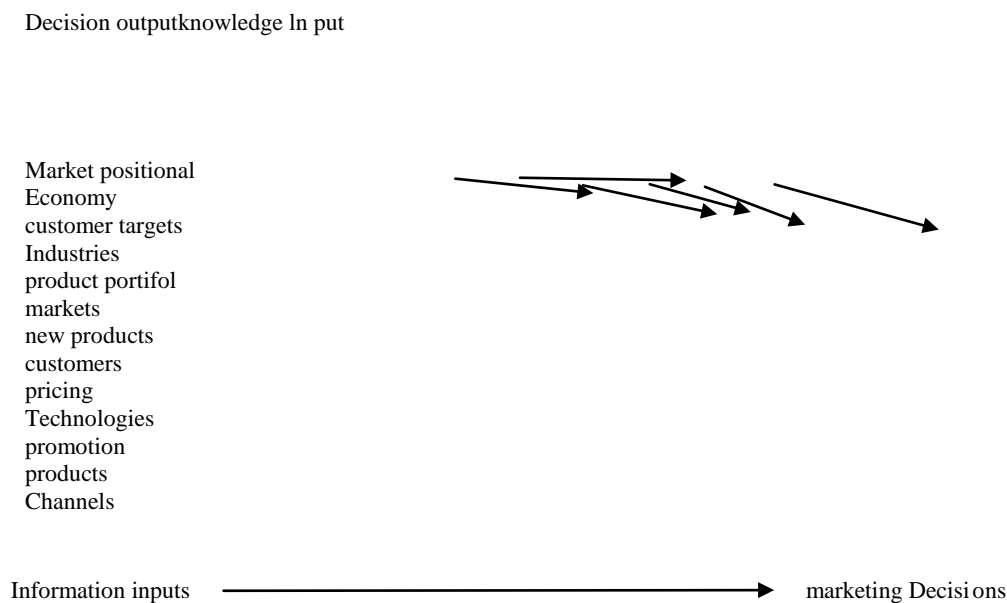
the MIS is composed of a group of individuals, requirements and procedures for collecting, organizing, analyzing, evaluating and then distributing them to relevant stakeholders from inside and outside the organization. The system is designed mainly for the purpose of serving marketing managers in the organization as well as external partners such as suppliers, sales forces, marketing agencies and others (Hussein, 2020, p. 535).

The marketing intelligence system is specialized in obtaining information from the external environment of the organization and here the task is very complex because the increasing appearance of printed, electronic and published information in the newspapers, magazines, and various websites has created a fundamental problem for marketers because they must keep abreast with all these sources of information, which need coordination, surveying, analysis, translation and dispersion of efforts in the marketing intelligence system, which raises the costs to more than the desired benefit from them (KEEGAN, 2014, p. 243).

Marketing intelligence is the data-and the process of using it-to guide marketing decisions (BARRY , 2016).

A marketing intelligence system is a set of procedures and sources used by managers to obtain every day information about development in the marketing environment. Marketing managers collect marketing by reding books, newspapers and trade publications, talking to customers, suppliers, and distributors and meeting with other company managers (Derman, 2003).

Fig.01: Marketing intelligence system



Source: Nikolas Tzokas (2002), "Principles of Marketing" 2thed, Prentice - Hill Inc, p.122.

When it comes to marketing intelligence, the information that is required to be provided is based on understanding three basic variables:

Customers: The system of marketing intelligence helps marketers to observe (first-hand) consumers, control their concerns and analyze their talk about the brands of their favorite products. There are many organizations that send trained groups of their employees to personalize and integrate with consumers who use their products to closely monitor their reactions to those products and use these reactions as feedback that is analyzed and interpreted to determine their future marketing objectives and strategies. The organization's ability to build strong relationships in the long term with customers and to identify their needs and desires accurately require understanding their purchasing behavior as the behavior of the purchase is only a decision-making process by the customer (Pride & Ferrell, 2000, p. 423).

Competition: The marketing intelligence system is primarily concerned with obtaining information about competitors, their trends and strategies, as well as their future plans. This information can be obtained from within competing organizations. The procurement and sales staff, engineers and technicians of these organizations represent the best source of such information. Some organizations go further, buying and analyzing competitors' products, ensuring patents on their inventions, and monitoring their sales in the market (Hussein, 2020, p. 537).

With the expansion of organizations for their operations beyond the national borders, the need for information is increasing day by day to look at the nature of the competition prevailing in the world and to monitor the activities of the Competing organizations to follow the sites of social networks affiliated to analyze and compare the quality of services and the variety of products and consumer reactions to them. The internet network can be used to search for the name of one or more of the competitors and the nature of their tendencies and discoveries and their movements in the market and marketing strategies followed by them so that they can meet them with and prepare for a quick response opposite them or perhaps avoid them (Hall & Bensoussan, 2007, p. 68).

Marketing environment: The marketing intelligence system goes beyond gathering information related to consumers and competitors. It aims at the external marketing environment of the organization, analyzes it and identifies its opportunities and the threats it faces and works to seize those opportunities and avoid the threats and try to turn them into investment opportunities (Hussein, 2020, p. 538).

2.2 Sources of Marketing Intelligence:

In the process of gathering information, multiple sources of marketing intelligence can be helpful. The main ones are briefly discussed below (Ozturk, Okumus, & Multu, 2012, p. 230).

Employees: It is estimated that between 70 and 80 percent of the company's intelligence usually needs employees who pick it up while dealing with suppliers, customers and other industry contacts of the company.

Internet: From year to year, data collection via the Internet is becoming less problematic for companies. Consumer information, market and macro-environmental data can be obtained easily via the Internet. The Internet is a great tool for getting secondary data on competitors.

Printed publications: from printed publications, important information about competitors, consumers, technological developments and the business environment such as political and cultural events can be obtained. These sources consist of books, newspapers, brochures, magazines, etc.

Intermediaries: Distributors, retailers and other intermediaries are also useful in terms of providing information on ongoing developments.

Industry events: These events such as conferences, trade shows, union meetings can help organizations understand the point of view of their competitors. Trade shows are a particularly good source of market information, as documents are often available. These documents provide valuable information about the strategy and product of an offering company.

Research companies: Companies can purchase industry information and organizations. They can use this data to evaluate their own advertising strategies, styles, media usage, advertising budgets, etc.

Product testing: It is used as a resource by receiving feedback from the first users of the products. Customers: Existing and potential customers can provide information about their needs, concerns, and issues.

Competitors: Competitors themselves are an important source of information. A variety of information can be obtained from competitors. In addition, by following concurrent broadcasts, visiting and consulting salespeople, purchasing products of competitors and passing job interviews, the necessary information can be provided. Competitors' annual reports do not contain trade secrets, this shows with the strengths and weaknesses of competitors.

2.3 Components of Marketing Intelligence

Depending on the sources of the data to be gathered and analyzed and on the nature of industry and market, there are many types of marketing intelligence. Here we will see the main of them.

Market intelligence: is focused on the very current activities in the marketplace. You can look it as it as the qualitative side of the quantitative data research you have conducted in many retail markets (McGonagle & Vella, 2012, p. 15). Consider the following key customer markets: consumer, business, global, and nonprofit (Kotler, Keller, & Mancea, 2014).

Depend on Crowley model, Market intelligence focus on: (Market size, Market Forecasts, Technology Trends, Segmentation) (Al-Saqqa, 2017, p. 32).

Customer Intelligence: is a customer information viewer that enables you to access an enterprise-wide view of customer information. Customer Intelligence provides you with an information viewing tool which allows you to search for and view detailed enterprise- 33 wide customer information. With this tool you can search for a specific customer, or a group of customers, through the Customer Search feature (Al-Saqqa, 2017, p. 33).

Customer intelligence is the systematic process of gathering, analyzing and applying information (both qualitative and quantitative) about the customer environment (including current, past and prospective customers) that simultaneously reflects and refines the company's understanding of its relationship to the customer environment (Capek, 2012).

Technology Intelligence: Leading companies have a very comprehensive structure of different types of marketing intelligence (including not only competitive, customer, and social media intelligence but also technology intelligence) to gather and analyze deeper information on environmental changes in order to improve their decision-making quality.

Technology Intelligence (TI) is the process of identifying and analyzing the technological opportunities and threats that could affect your business development. TI involves a specific type of information and insights into the technology environment. In other words, TI helps you explore what's going on in the technology world and how this information can be applied in your company. With the new technologies coming faster than ever before, you need to know which ones can give you the most competitive advantage. You not only have to know what the new technologies are but how effective they can be (Valcheva, 2020).

Competitor's intelligence: Competitors' intelligence gathers all relevant data of one's competitors to use it in devising a marketing strategy. Also, in the process, it is necessary to do a SWOT analysis of one's own company to understand its current position. After evaluating one's own company, it becomes easier to take advantage of its strength and market opportunities. Now it becomes easier to dive deep into the market to identify suitable competitors in the market. The goal of gathering competitors' intelligence is to determine the reasons customers choosing their product and service. Since the company keeps on evolving, it is necessary to collect data on its competitors regularly (Bhasin, 2021).

3. New technologies of information and communication (NTIC) tools for marketing intelligence:

The tools of marketing intelligence and vigilance available online are endless, but we can categorize them into 3 main groups:

3.1 Social media networks:

Social media sites are diverse and different tools through the Internet through which pages can be created for people and institutions to share information, ideas and research interests and strengthen social relationships and friendships (Ennaasse & Nehar, 2017, p. 255). It is an ever-evolving communication system that allows publishing, blogging, reading, viewing, searching and printing, writing, chatting and sharing information (Rohani & Siew, 2010, p. 42).

For companies, the main social platforms to consider are Facebook, Twitter, Google+, LinkedIn, YouTube, Pinterest and Vimeo are globally used. Social follow-up of people or companies. He was able to find out who and what is going on around the institution in order to better monitor and alert.

Social networks are one of the most important sources of information and are the ideal playground for determining opinion trends among Internet users, primarily consumers (Giraudier, 2013).

3.2 Web content curation tools

Content learning is a process of selecting relevant content or articles and adapting them to your organization's requirements by presenting their point of view.

This practice is to browse/scan the web to find new content (all formats combined), to choose those that can resonate with their audience, to edit and share with them on their website or on external support dedicated to content organization. In short, the aim of the approach is to assemble the work of choice in a spirit of participation (BURDET, 2019).

Among the most important sites that allow content organization are:

Mention: It's a real monster to do everything because it's a very broad platform where Mention searches for content everywhere on the web: Facebook, Twitter, G+ et al. Blogs, thematic sites and other news sites (Troillard, 2016). It also enables content to be posted directly on social network accounts and blogs.

Feedly: It is a very effective solution for tracking RSS flows (Real Simple Syndication) from different websites and blogs from one place, and to keep up to date with the latest news (Content&Marketing, 2018).

The search engine is integrated by keywords in Feedly and allows searching in the news feed, or in categories that combine all the corresponding summaries. This tool is useful for taking visually inaccessible information out of Feedly, if it does not appear in the title or in the stimulating sentence of the article (commentcamarche, 2013). Registering at Feedly is free of charge for Facebook account, google, twitter, Evernote, Windows or any email.

Scoop.it: It is more than just a simple regulatory tool because since the end of 2017 it has provided a "content intelligence" tool with a little artificial intelligence, in addition to publishing tools, analytical control panels and, of course, it is associated with marketing platforms (HubSpot, Marketo, CMS, WordPress Drupal...) and social networks, a paid platform (BURDET, 2019).

Google News: It's impossible to organize content without going through google actus basic news. Results are given immediately with the option of choosing to focus solely on information from blogs, and by creating alerts, you will receive this data directly in your email or SMS box, once a day or once a week (Troillard, 2016).

3.3 RSS aggregators

Unlike content organization tools, RSS feeds provide information directly in the email box or on content pages. Among these platforms are:

Become: Manage dozens of video news channels (via electronic journalism/influential blogs) and view them via a customizable dashboard. The sources of information available are classified in a guide called Stream store (Gaulier, 2018).

Inoreader: One of the most feature-packed free RSS reading programs enables you to follow an unlimited number of feeds, and although most RSS apps hide only short-term cache content, Inoreader doesn't have limited time archives. Inoreader is a great tool for premium users, but it's also accessible to beginners.

As for dashboards or leader ship, they allow news to be followed and social networks (interaction, access, etc.) monitored. One of the most realistic examples is:

Netvibes:Netvibes is an online service which mainly allows you to read, classify and share RSS feeds available on the web. This aggregator does not offer any specific content but assembles content from different sites in order to facilitate the monitoring of these. Its interface, in the form of a web portal (home page) that can be customized at will, can be used on a personal basis for document monitoring, monitoring various information, or for a group, project, etc. Netvibes being one of the tools using so-called "Web 2.0" technologies, it is able to manage, in addition to RSS feeds, communication tools (mailbox, etc.), practical applications (calendar, task manager, notepad, weather, etc.), external applications on the web (Google docs, Box.net, Slide share, Mappy, Yellow pages, etc.), as well as than the monitoring of social networks (Facebook, Twitter, etc.) (Hounkpatin, 2015, p. 1).

B-Reputation: It is a business data complex. It also provides a control panel that provides an overview of the basic information you need to know about the company (identity, legal, financial and legal data, customer reviews, status, etc.) (D'Hausen, 2019).

4. METHODS AND MATERIALS

First, we will try to present the study methodology and then address the method of data collection and analysis within the framework of the study hypotheses.

4.1 Methodology of field study:

In this study, we followed the descriptive analytical approach as it is the most appropriate in such a topic, and the interview tool with the marketing manager of the organization was used in collecting information. The interview is a flexible and effective method that can be used to collect a large amount of information.

4.2 Data collection (Study sample VENUS LABORATORIES institution):

It was in 1981 that the company was born, laboratories VENUS / SAPECO (Algerian company for cleaning products), a family business founded by Mr Mourad MOULA, current President and CEO. specialized in the field of manufacturing and marketing of cosmetic products. with a share capital of 3,798,430,000.00 da. Located at: 80 Rue du 17 September 1956, Ouled Yaïch, Blida_ Algeria. It employs nearly 600 workers. among their products we find HAIR EXCELL, VIDERM, SAVON LIQUIDE, iliov, My COLOR, COIFFIX, Dentomint.

Present for 38 years on the Algerian market, the laboratories that have come to develop their expertise around a policy of innovation and permanent upgrading to offer consumers quality products at the best price.

4.3 Data analysis:

Questions related to the first hypothesis:

Q1-What do data and information represent for the organization ?What are the most important sources for obtaining them, taking into account the order in order of importance?

The objective of the question is to know the concept of data and information from the point of view of the organization represented by the marketing manager, as well as the most commonly used sources in providing data .Through the answer, we note that the information is a key element to support the marketing decision-making in the organization through continuous access to the external environment of the institution .Among the most important sources of information, according to the order of the marketing manager, comes the information provided by the selling forces, especially wholesalers, then followed by the information extracted from the internal records of the institution, especially sales tables, then followed by the opinions of consumers by following up on social networking sites, and then to a lesser extent the information collected through salesmen. In large areas, as well as studies carried out by specialized marketing agencies that the institution contracts with to promote its products in sales places .Marketing research and market studies conducted by study offices.

Q2- Which department is responsible for collecting or surveying the information?

This question aims to find out whether the function of collecting information is the function of the institution as a whole or is it entrusted to a specific interest or interests, as the answer was that the collection of information is a basic deal for the commercial directorate, the marketing directorate, as well as the general manager of the organization.

Q3- Who is responsible for analyzing the information in the organization?

The objective of the question is to know whether the analysis of information takes place

at all levels or at the level of senior management, where the answer was that all the frameworks of the institution are required to collect and analyze information, each in its own right, and then communicate it.

Q4- How do you see the information system within your organization?

The objective of the question is to know the extent to which the institution realizes the importance of information systems, and through the answer that was that the collection of information is a sensitive process, especially in the field of specialization of the institution, and that is why we remain in constant focus on what is happening around us.

Q5- Does the organization rely on a marketing information system, including the marketing intelligence subsystem?

The objective of the question is to see the availability of a marketing information system that the organization adopts in collecting, analyzing data, storing and disseminating information to help in making the marketing decision, and then whether or not there is a marketing intelligence system. Through the answer, we note the absence of an actual marketing information system with all its components within the organization, and therefore the absence of a marketing intelligence sub-system, but it seeks to lay the foundations for this system.

Q6- What kind of information are you looking for and trying to provide?

The objective of the question is to show the information that the organization is interested in. Through the answer, it became clear to us that the organization focuses largely on the volume of sales, then the opinions of consumers and market trends, and then, to a lesser extent, competitors.

Q7- Do you provide Internet service in the offices of the institution?

The objective of the question is to find out the degree of ease of access to the virtual world. Where the marketing manager explained that the Internet service is available and is being exploited intensively and continuously.

Q8- Do you rely on the Internet to collect information?

The objective of the question is to know the extent to which the institution relies on the virtual space to obtain data and information. By answering, the Internet represents an important source for obtaining information.

Q9- What do NTIC represent to you?

The objective of the question is to find out the institution's knowledge of NTIC. By answering, the organization relies especially on social networking sites.

Q10- Do you have a website and pages on social media? The objective of the question is to see the institution's connection to the virtual world through the official website or social networks. Through the response of the marketing manager, the organization has an official website, which is <https://laboratoiresvenus.com/la-marque/> and an Instagram page at the link https://www.instagram.com/laboratoires_venus_sapeco. As well as a page on Facebook <https://www.facebook.com/laboratoiresvenus/>. In addition to a YouTube channel at the link https://www.youtube.com/channel/UCcIPIHz8Zp197_XyEQStdg

Q11- What do these sites offer for the organization?

The objective of the question is to know the extent to which the organization relies on social networking sites as a source for collecting information. By answering, we note that social networking sites are used by the Foundation to pass advertising messages, especially to showcase products, in addition to a means of collecting information, especially through the views and comments of followers.

Q12- Do you use statistics and content management sites such as Mention and Feedly?

The objective of the question is to know the extent to which the institution relies on

these sites to provide and analyze data that we do not use .

Q13- What about data aggregators ?aggregators of RSS and dashboards?

The objective of the question is to know the extent to which the institution is aware of the means that modern technologies provide for the collection, storage and tabulation of data .Through the answer, it became clear to us that the institution relies on a multi-tasking automated media system that provides something like a dashboard, in addition to subscribing to EUROMONITOR it is an institution specialized in market studies by preparing reports on the market for cosmetics and skin care materials.

5. RESULTS AND DISCUSSION :

Through the first set of questions (Q1-Q4) related to the hypothesis that activating the role of marketing intelligence depends mainly on the degree and level of access to information, it was found that the organization seeks to possess the information, but in non-scientific ways, which prevents it from exploiting that information in an optimal way and does not enable it to develop and implement a marketing intelligence system.

Through the second set of questions (Q5-Q8) related to the hypothesis that modern technologies in the field of media and communication, especially the Internet, allow institutions to obtain a large amount of information, it was found that the institution relies on information and communication technologies represented in the Internet through classic means through social networks and the website, but in a way Unprofessional, unorganized and structured.

Through the third set of questions (Q9-Q13) related to the hypothesis that economic institutions, especially SMEs in Algeria, depend on what modern technologies provide from sources of information and data to activate the marketing intelligence system, it was found that the institution under study does not have a marketing information system or a marketing intelligence sub-system, but it depends on Modern technologies for access to information are low in cost, but not at a level that allows them to reach the degree of application or development of a marketing intelligence system.

6. CONCLUSION

We conclude from the axes of the study, in its theoretical and practical aspects, that modern media and communication technologies, especially the contents displayed on the Internet, represented in social networks and platforms specialized in providing and preserving information, contribute to activating the marketing intelligence system, but the Algerian small and medium enterprises by dropping them on a sample The study does not follow a marketing intelligence system in its full sense, but its efforts are represented in following some practices and methods used in collecting daily information and data, especially through sales forces and internal records, especially business transaction records, in a way that is far from the concept of the system, allowing it to obtain some amount of data. But do not allow it to make the best use of it especially in decision-making.

Recommendations:

The most important recommendations that we offer in this context through the study are represented in the need to draw the attention of Algerian economic institutions, especially small and medium ones, to the importance of establishing a marketing intelligence sub-system, taking advantage of the huge amount of data and information provided by modern information

and communication technologies about the environment in general, at a very low cost. This contributes to rationalizing strategic decisions, foreseeing the future and reducing levels of uncertainty and surprise, to ensure the continuity and effectiveness of the institution.

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