



Articles

“You Can’t Take It With You”, [Association for Strategic Planning] The Strategic Edge, Feb. 2010.

“Opinion: The Economy, Politics and the Future of Competitive Intelligence”, Competitive Intelligence Magazine, Vol. 12:2, March-April, 2009.

“Capsule descriptions of books for the professional”, IAFIE NEWS, Vol. II, Issue 2, February 2009.

“Opinion: Why Do CI? Because It makes Economic Sense!”, Competitive Intelligence Magazine, Vol. 12:1, January-February 2009.

“If you need some ideas for your bookshelf, try some of these”, IAFIE NEWS, Vol. II:1, November 2008.

“Competitive Intelligence in Action”, Engineering Management Review, Vol. 36:3, 3rd quarter 2008.

“Opinion: International/Transnational Competitive Intelligence”, Competitive Intelligence Magazine, Vol. 11:3, May-June 2008.

“Opinion: Ethical Codes – Do It Yourself”, Competitive Intelligence Magazine, Vol. 11:2, March-April 2008.

“Opinion: Training Better Analysts!”, Competitive Intelligence Magazine, Vol. 10:6, November-December 2007.

Competitive Intelligence, Corporate Security and the War on Terrorism - CIO.com - Business Technology Leadership (October 30, 2007).

“A Reconsideration of the “Classic” CI Model”, Journal of Competitive Intelligence and Management, Vol. 4:2 , 2007.

“Opinion: Competitive Technical Intelligence: A Question”, Competitive Intelligence Magazine, Vol. 10 :4, July-August 2007.

C. Wunderlin, _____, and C. Clayton, “Outsourcing Competitive Intelligence”, Competitive Intelligence Magazine, Vol. 10:2, March-April 2007.

“I Spy Your Company Secrets”, Security Management, Vol. 51:2, February 2007.

“Opinion: Can You Make a Career in CI?”, Competitive Intelligence Magazine, Vol. 9:5, September-October 2006.

“Opinion: Competitive Intelligence is Not Knowledge Management”, Competitive Intelligence Magazine, Vol. 9:4, July-August, 2006

“Opinion: Communicating With Clients”, Competitive Intelligence Magazine, Vol. 9:3, May-June, 2006.

“Opinion: Ethics”, Competitive Intelligence Magazine, Vol. 9:2, March-April, 2006.

Christine Wunderlin and John McGonagle , “Learn Essential Skills at SCIP06”, SCIP.Online, Vol. 1:87, February 23, 2006.

”Competitive Intelligence helps some businesses”, The Sunday Times/Sunday Voice [Scranton, PA], p. H2, January 29, 2006, noted in SCIP.Online, Vol. 1:86, February 9, 2006.

“Spy Not: Words Mean Things”, Competitive Intelligence Magazine, Vol. 8: 5 (September-October, 2005).

“For additional help... .Collecting Competitive Intelligence”, Competitive Intelligence Magazine, Vol. 8:4 (July-August, 2005).

“For additional help... . [technical intelligence]”, Competitive Intelligence Magazine, Vol. 8:3 (May-June, 2005).

“Intellectual Property and CI – A Dialog” (with Sanford J. Piltch), Competitive Intelligence Magazine, Vol. 8:2 (March-April, 2005).

“For additional help... . [sales and marketing intelligence]”, Competitive Intelligence Magazine, Vol. 8:2 (March-April, 2005).

“For additional help... . [delivering intelligence]”, Competitive Intelligence Magazine, Vol. 8:1 (January-February, 2005).

“Getting to the Bottom Line with CI”, Competitive Intelligence Magazine, Vol. 7:5 (September-October 2004).

“Bibliography: Global CI”, Competitive Intelligence Magazine, Vol. 7:5 (September-October 2004).

“Bibliography: Analytical Techniques”, Competitive Intelligence Magazine, Vol. 7:4 (July-August, 2004).

“Bibliography: Online Services and Intranets”, Competitive Intelligence Magazine, Vol. 7:3 (May-June, 2004).

“Bibliography: Data Collection and Networking”, Competitive Intelligence Magazine, Vol. 7:2 (March-April, 2004).

“Competitive Intelligence in Action”, The Information Management Journal, Vol. 38:2 (March-April 2004).

“Bibliography: Strategic Intelligence”, Competitive Intelligence Magazine, Vol. 7:1 (January-February, 2004).

“Meritorious Perspective: Making Commitments”, Competitive Intelligence Magazine, Vol. 7:1 (January-February, 2004).

“Bibliography: Tactical Intelligence”, Competitive Intelligence Magazine, Vol. 6:6 (November-December 2003).

“Bibliography: Delivering Intelligence: How, Why, and To Whom”, Competitive Intelligence Magazine, Vol. 6:5 (September-October 2003).

“How to win arguments”, The [Newark] Star Ledger, September 23, 2003.

“Bibliography: Education in Competitive Intelligence”, Competitive Intelligence Magazine, Vol. 6:4 (July-August 2003).

“Bibliography – Financial CI,” Competitive Intelligence Magazine, Vol. 6:3 (May-June 2003).

“CI Technology Readings,” Competitive Intelligence Magazine, Vol. 6:2 (March-April 2003).

“A Case for Competitive Intelligence,” The Information Management Journal, Vol. 36:4 (July-August 2002).

“Marketing CI: Road Warriors or Road Kills?”, Competitive Intelligence Magazine, Vol. 5:3 (May-June 2002).

John J. McGonagle and Michael Brim, “Marketing CI: Overcoming Stereotypes”, Competitive Intelligence Magazine, Vol. 5:2 (March-April 2002).

“Why Doesn’t Everyone Want the Same Thing?”, SCIP.Online, Wednesday February 13, 2002, Vol. 1:3.

“Marketing CI: Isn’t the ‘Net Enough?”, Competitive Intelligence Magazine, Vol. 5:1 (January-February 2002).

“Selling CI: Everything’s Changed”, Competitive Intelligence Magazine, Vol. 4:6 (November-December 2001).

John J. McGonagle and Kirk W. M. Tyson, “Just Say No!, Competitive Intelligence Magazine, Vol. 4:6 (November-December 2001).

“Selling CI: Negatives Are Not Positive”, Competitive Intelligence Magazine, Vol. 4:5 (September-October 2001).

“Law and Ethics: Hold In Confidence?”, Competitive Intelligence Magazine, July-August 2001 (Vol. 4-4).

“Law and Ethics: Why Bother with an Ethics Policy?”, Competitive Intelligence Magazine, May-June 2001.

“Law and Ethics: The Messenger and the Message”, Competitive Intelligence Magazine, March-April, 2001.

“Law and Ethics: CI on Your Company’s Intranet – A First Cut at Legal Issues”, Competitive Intelligence Magazine, January-February, 2001.

“Reference Guide on Analyst Job Descriptions”, in SCIP, “2000/’01 Competitive Intelligence Professionals Salary Survey Report” (2001).

John J. McGonagle and Chris Brogan, “Law and Ethics: The EU Directive and the British Data Protection Act -- A Transatlantic Conversation”, Competitive Intelligence Magazine, October-December 2000.

“Law and Ethics: Battle of the Forms”, Competitive Intelligence Magazine, July-September, 2000.

“Profiling in Competitive Analysis”, Competitive Intelligence Review, 11(2), Second Quarter 2000.

“Law and Ethics: Ethics and Client Information”, Competitive Intelligence Magazine, April-June 2000.

“Law and Ethics: Ethics and Client Identification”, Competitive Intelligence Magazine, January-March 2000.

“Law and Ethics: Expert Testimony on CI”, Competitive Intelligence Magazine, October-December 1999.

“Law and Ethics: The Fair Credit Reporting Act and CI”, Competitive Intelligence Magazine, July-September 1999.

“The Fair Credit Reporting Act and CI - A Brief Overview”,
http://www.scip.org/news/fcra_article.html (May 24, 1999)

“Information Security - Protecting Sensitive Information”, CMA News September 1998.

Denise Fleming and John McGonagle, "New Options In Benchmarking", Journal for Quality and Participation, March/April 1998 and July/August 1998.

“Cyber-Intelligence and market intelligence”, Quirk’s Marketing Research Review, November 1997.

"New Options In Benchmarking", Journal for Quality and Participation, July/August 1993.

"Benchmarking and competitive intelligence", Journal for Quality and Participation, September 1992.

"Patterns Of Development In CI Units", Competitive Intelligence Review, Spring 1992.

"The Time-Warner Epilogue: A Legal Shield for Strategic Plans", Mergers & Acquisitions, March/April 1992.

"Competitive intelligence and manufacturers", Compete, Spring 1990.

"Competitive intelligence", The Secured Lender, January/February 1989.

“Spy vs Spy: Competitive Intelligence”, Information Strategy: The Executive’s Journal, Winter 1988.

"Competitive Intelligence in Financial Services - Part II", SourceBank, July/August 1988.

"Competitive Intelligence in Financial Services. - Part I", SourceBank, May/June 1988.

"Competitive Intelligence: Mining for Information", Today's Office, April 1988.

"Shadowing Markets: A New Competitive Intelligence Technique", Planning Review, September/October 1987.

"Spy vs. Spy: Competitive Intelligence", Information Strategies, Winter 1988.

"Using Defensive C.I. (Competitive Intelligence) In Mergers and Acquisitions", Online Access, September/October 1987.

"Competitive Intelligence", Information Times, August 1987.

"Getting Information Out Of The Federal Government", Information Broker, July/August 1987.

"Meeting The Challenge Of Competitive Intelligence", Successful Meetings, February 1987.

"Databasing Discovery", Trial, January 1987.

"Competitive Intelligence: An Edge In The Merger Search", Mergers & Acquisitions, July/August 1986, Reprinted in Mergers & Acquisitions, Creative Dealmaking in Mergers and Acquisitions, 1987.

"Just Call Your Computer '007'", Bank Marketing Magazine, June 1986.

"Competitive Intelligence: A New Tool For Lawyers", Legal Times, May 19, 1986.

"The Electronic Law Library: The Expanding Role Of Computerized Research", Trial, September 1983.

"Computerized Research", The Barrister, Vol. IX, No. 2, Summer 1983.

"Getting The Facts On Computerized Data Bases", Business Insurance, April 11, 1983.