



## Competitive Engineering

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A New Introduction

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Competitive Engineering is the systematic improvement of products so that you will beat your competition and/or delight your *customer*

*Engineering*

How we get from here to there

## Competitive Engineering includes

- Competitive Intelligence
- Competitive Benchmarking
- Competitive Product Development
- Software Project Mgt
- Software Engineering
- General Project Mgt
- Marketing
- Development

## New Class

- New Products
- New Markets



## The New New IT

- Systems Analyst
- Business Analyst
- Marketing Dude
- Interface Designer
- Project Manager
- User Managers
- *End-User*
- *Consultants*
- Project Mgt – Finance
- IS Executive
- Manager of Emerging Technologies
- “Sales”
- Strategist
- Systems Integrators
- *why’s a system integrator needed? How did the IT consulting houses come about?*

Do you know what this means?

You’re all geeks