



Contact: B.D. Tatum, MarketSmart Research Services
Telephone: 937.395.0371
Email: btatum@marketsmartresearch.com
URL: www.marketsmartresearch.com

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Inc. Magazine Offers Advice About the Competition for Small Businesses

Dayton, Ohio, April 19, 2010 – In the April 2010 issue of Inc. magazine, the *Inc. Guidebook* tells small businesses “How To: Keep Tabs on the Competition.” The article emphasizes the importance of competitive intelligence (CI) for small businesses, particularly since they often feel the impact of the actions of their competitors more immediately and more deeply than larger companies.

The guidebook includes recommendations for small businesses – many of which do not involve huge investments in terms of money or time, since small businesses rarely employ individuals dedicated full-time to competitive intelligence practices. The article includes insights regarding CI concepts and processes provided by numerous experts, including Toni Wilson of MarketSmart Research Services.

According to Ms. Wilson:

“Understanding their current and future competitors and potential substitutes for their products and services enables small businesses to appreciate the choices available to customers and how they can position their companies to retain customers and win new business.”

In addition to completing competitive intelligence projects for small businesses, MarketSmart Research Services assists clients with developing the in-house CI processes and capabilities to ensure their long-term successes.

“MarketSmart Research recognizes and appreciates the marketplace challenges experienced by small businesses – as described in the guidebook – and the knowledge required to manage them. Our team regularly focuses on the competitive intelligence and other related needs of small businesses, providing the information and insights our clients depend upon to make plans and day-to-day decisions.”

The April issue of Inc. magazine can be found on newsstands and on the web at <http://www.inc.com/magazine/20100401/index.html>. Or, you can link directly to the guidebook at <http://www.inc.com/magazine/20100401/guidebook-how-to-keep-tabs-on-the-competition.html>.

For additional information regarding MarketSmart Research Services or competitive intelligence for small businesses, please contact B.D. Tatum or visit www.marketsmartresearch.com.

About MarketSmart Research Services

MarketSmart Research Services has been offering business research, market analysis and training services and process consulting to its clients since 2000. Current clients include Fortune 500 and other large global corporations, large and mid-sized private companies, advertising and marketing firms, small established and start-up businesses, law firms, and non-profit organizations.

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