

*In Confidential, John Nolan, a former federal intelligence officer and a preeminent expert in the field of Business Intelligence, reveals how your company can gather the intelligence it needs to beat the competition, while keeping your own valuable secrets under wraps.*

View more presentations from Stephen Hernan. All you have to do is ask. John Nolan, a year veteran of international espionage who is currently involved in corporate intelligence-gathering, shows you how to ask, what to ask, when to ask, and whom to ask. Or they can be as complicated as patiently and doggedly piecing together tiny scraps of information from a number of sources. The result is an entertaining book that may take your business to a more intelligent level. Lehr, former chairman of the board and chief executive officer, 3M An easily understood and highly readable field manual that guides professionals in mastering the art of intelligence collecting. It is a world where small businesses are becoming increasingly more sophisticated at digging up information about their competitors--and are using it to beat the big players at their own game. Welcome to the era of Business Intelligence, where staying one move ahead of the competition requires uncovering their secrets and using them to your advantage. In Confidential, John Nolan, a former federal intelligence officer and a preeminent expert in the field of Business Intelligence, reveals how your company can gather the intelligence it needs to beat the competition, while keeping your own valuable secrets under wraps. Providing the basics of Business Intelligence, including such invaluable techniques as data elicitation and sourcing as well as higher-level intelligence gathering and counterintelligence tactics for more sophisticated corporate policy makers, Confidential reveals: About the Author John Nolan, founder of Phoenix Consulting Group, a Business Intelligence solutions firm, spent twenty-two years in intelligence collection and counterintelligence special operations in the United States, Asia, and Europe. He is well known in the mainstream business community for his development of integrated solutions to industrial and economic espionage, trade secrets, and other information issues. He can be reached via email at jnolan@intellpros. If people listened to themselves more often, they would talk a lot less. How do we do this? We do it legally and ethically. In America, where a great deal of our work is done--working for one firm against another irrespective of national pedigree or ownership--we encounter what we call a "target-rich environment. We became acquainted a year or so later and have maintained a fairly cordial relationship now that we no longer have professional constraints. He worked against the United States while I worked against his former homeland. Every once in a while, he and I get together to tell each other lies about how successful we were. Oddly, he said that it was written by a former U. I had no clue what a pilot could have known about our old business. My colleague went on to tell me that the pilot recounted some of his experiences over North Vietnam. The navy pilot described the aircraft as inferior Soviet export models, flown by inexperienced and undertrained North Vietnamese pilots. Rather than viewing the environment as hostile and threatening, the navy pilot commented that he and his colleagues viewed it as a "target-rich environment. While I worked against a xenophobic and suspicious people who were extremely hard to meet, he had free rein in the United States against an open, trusting people that never really met a stranger. For him, the United States was--and remains--a target-rich environment. I must admit that our experience bears that out. In our efforts on behalf of clients to collect useful information that helps them make decisions that impact their financial and technical performance, we follow a standard that requires us to identify ourselves by our true names, and by our company. We do that in every contact with a source or potential source of information. It maybe be helpful to share a statistic with you--one that we began compiling in and that has remained fairly consistent since that time. Each time our researchers, our diggers as we call them, contact a source--whether a new one or an old one--they fill out a form that describes the person, their information, and their reactions to the approach. We say exactly the same thing to each of them. Most of these remaining fifty will ask at least one, but usually two, questions. You see, we have confidentiality agreements in place with every one of our clients and they prevent us from being able to disclose the name of our client. The remaining thirty-five people say something like "Oh, yeah. So, what can I do for you?"

**Chapter 2 : IntelliBriefs: Elicitation Techniques For The Intelligence Professional (www.nxgvision.com)**

*John Nolan is the author of Confidential Business Secrets ( avg rating, 39 ratings, 2 reviews, published ), The Run-Up to the Punch Bowl ( av.*

With the stock market and the overall economy steaming through yet another year of almost obscene prosperity, many Americans are rolling in the dough while others try to figure out how to get a taste of it. There are new books out for both sorts of people: Stephens offers a combination of advice, affirmations, and action to demystify the process of reaching financial security. Like Dave Ramsey and other authors who address the basics of creating personal wealth, Stephens tells readers they can gain greater control over their lives by getting control of money. This book is a self-help course in overcoming financial intimidation. One day at a time, it will help readers master the concepts of saving and investing even as they master their own emotions about money. Its mini-essays move from the simplest of topics to such complex issues as Roth IRAs and testamentary trusts all explained in a breezy style with plenty of enlightening anecdotes. Wealth Happens is a valuable road-map to personal enrichment. Imagine the rewards that can come from taking risks. Their new paperback edition incorporates the wisdom gained from the Asian experience and points stock-buyers toward the opportunities that abound in its wake. Unlike Walden, Malkiel and Mei focus more on how to pick the right international stocks than on which stocks to pick. They devote plenty of attention to the pitfalls of investing in emerging markets, which range from high transaction costs to underdeveloped stock markets to corruption and even the risk of government expropriation. And they discuss which types of investment are and are not suitable for the typical individual buyer. Sell apple pie short; go long on kielbasa. Malkiel and Mei explain complicated financial concepts in simple and clear language. They are admirably blunt about some of the dirty secrets of Wall Street, offering such insider warnings as: Initial public offerings of closed-end [mutual fund] shares are usually a rip-off. Global Bargain Hunting makes a strong case for buying into the developing world, even with all the financial hazards involved. Investors wary of buying at the top of the U. So, suppose you profit from the advice of all three of these authors. Enjoy the warm, fuzzy feeling of success while you can, because what comes after it is the realization that you really have something to lose now. Malaspina wants to help you cope with your riches. Malaspina, who helped make fund manager Peter Lynch a superstar when she was a communications executive with Fidelity Investments, displays a thorough grasp of the wickedly arcane rules that govern retirement savings, especially when it comes time to start withdrawing them. Just as importantly, she finds ways to help ordinary readers understand those rules and what can happen when retirees inadvertently break them. The horror stories here, about incredibly damaging financial decisions made by smart people acting in good faith, will suffice to focus the minds of future retirees on what they have at stake. Anyone, of any age, who inherits retirement-plan assets may face a bewildering series of choices, with little guidance from the IRS or the trustee holding the assets. Effective estate planning, which may need to begin sooner in life than many would think, can shift enough assets out of an estate to avoid large tax burdens. Money, Greed, and Risk: And finally, aspiring tycoons can choose from among 50 potential role models in Lessons from the Top: Neff and James M. Citrin, both executive search specialists, have finely honed their instincts for finding good leaders, and their chosen honchos sound off on life at the top in revealing interviews. Thomas Wood is an editor with the Champs-Elysees.

**Chapter 3 : Confidential: Business Secrets - Getting Theirs, Keeping Yours - coffeefueled**

*John Nolan has 37 books on Goodreads with ratings. John Nolan's most popular book is Confidential Business Secrets: Getting Theirs, Keeping Yours.*

John Nolan spent 22 years as an intelligence collection and counterintelligence expert. In either case, I recommend this book. Confidential is divided into three parts: How to set up a business intelligence organization in your company. How to protect your confidential information from other companies who are following these practices. You know the desired outcome, what you are willing to pay to get that outcome, and you have a carefully crafted message designed to get the desired result. Likewise, the way to get information from somebody without them even being aware they are giving you information requires careful preparation for an apparently casual conversation. Nolan includes at least a dozen such techniques, each carefully explained with examples. These techniques are used within casual conversations which always start and end with something totally innocent. When done right, the target does not even know they gave away or even talked about anything of value. The book emphasizes that these techniques, when used appropriately, are ethical and legal. However, your competitors may not stay within those boundaries, so the final third of the book provides information on how to protect your confidential information from others, and recognize when you are the target. Some key takeaways for me: Take advantage of every opportunity to learn things about your competitors. Trade shows and conferences provide a lot of targets who are there to talk about what they are doing. Educate your employees about what is your confidential information and about elicitation techniques so they can protect that information. Before every potential opportunity, plan what information you would like to get, then make sure everybody involved knows what that information is and how to get it. There is a whole chapter on trade shows and conferences that goes into great detail on the planning, actual event activities, and debriefing actions. It may read like a military operation, but most of it is fairly obvious. You spend a lot of money sending people to these events, for a little more you can gain valuable information. Make sure the information gets passed to everybody who can take advantage of it. And, as always, get senior management buy-in. This book was written before the amazing rise of social media. What does the movement of their sales leadership or key support personnel tell you about current or future customers? Who are their procurement folk visiting? If you know some of their people are attending a technical conference in a different area than you would expect, maybe you should send somebody. If someone in your LinkedIn network no longer works for a competitor, then maybe it is time for a friendly conversation. Ex-employees, especially those who did not leave voluntarily, are often a good source of information. Make sure you have a policy on social media usage and educate them on that policy and why protecting your confidential is critical to the organization.

**Chapter 4 : John Nolan: used books, rare books and new books @ [www.nxgvision.com](http://www.nxgvision.com)**

*Confidential could be useful to anyone who needs information about a rival, or who needs to protect his or her own company's secrets. Nolan illustrates his points with examples from business (how Johnson & Johnson gathered intelligence that protected its Tylenol franchise from a rival product) as well as fiction (Appendix A is dedicated to the techniques used by Sherlock Holmes to elicit information).*

**Chapter 5 : Confidential: Uncover Your Competitor's™s Secrets Legally and | BookPage**

*Confidential: Business Secrets - Getting Theirs, Keeping Yours by John Nolan ( ) Price: Check on Amazon Not exactly a traditional information security book, Confidential by John Nolan is definitely one I would recommend to anyone on the protective/intelligence side of cyber.*

**Chapter 6 : John Nolan - Books, Biography, Contact Information**

*As one of the premier rare book sites on the Internet, Alibris has thousands of rare books, first editions, and signed books available. With one of the largest book inventories in the world, find the book you are looking for. To help, we provided some of our favorites. With an active marketplace of.*

## Chapter 7 : Institute for Competitive Intelligence

*John Nolan Confidential: Uncover Your Competitors' Top Business Secrets Legally and Quickly--and Protect Your Own  
Publisher: Harperbusiness (July ).*

## Chapter 8 : Books by John Nolan (Author of Confidential Business Secrets)

*Save john nolan confidential to get e-mail alerts and updates on your eBay Feed. + CONFIDENTIAL: UNCOVER YOUR  
COMPETITORS' TOP BUSINESS SECRETS By John Nolan \*VG+\* ~Excellent Condition!*

## Chapter 9 : IntelliBriefs: Confidential : John Nolan

*Confidential: Uncover Your Competitor's Secrets Legally and Quickly and Protect Your Own, by John Nolan, provides  
chilling glimpses into the cloak-and-dagger world of finding out (and protecting) companies' most valuable secrets.*