# APÊNDICE A – Listagem de Ferramentas da Inteligência Competitiva

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| **Ferramenta** | **Etapa** | **Fonte** |
| Porter's Strategy Matrix | 1. Planejamento | Laakso |
| MEDESIIE (Method of Definition of Information systems in competitive Intelligence) | 1. Planejamento | Chouder |
| MEPD (Model of Specifying of the Decisional problem) | 1. Planejamento | Chouder |
| Riba (Risks-Based Approach) | 1. Planejamento | Chouder |
| Agent-based models | 2. Coleta | Olszak |
| Exponential random graph models (ERGMs) | 2. Coleta | Olszak |
| Predictive modeling and data mining | 2. Coleta | Olszak |
| Search based application | 2. Coleta | Olszak |
| keyword research | 2. Coleta | Adom |
| Media scanning | 2. Coleta | Adom |
| Opinion mining / Sentiment Analysis | 2. Coleta | Chouder |
| Text and web mining | 2. Coleta | Olszak / Chouder |
| PESTEL | 3.1. Análise Macro | Chouder |
| Driving Forces Analysis | 3.1. Análise Macro | Fleisher |
| 5 Forças | 3.2. Análise Indústria | Porter |
| Critical Success Factor Analysis | 3.2. Análise Indústria | Fleisher |
| Competitor Profile Matrix (CPM) | 3.3. Análise Competidor | Adom |
| Matriz BCG | 3.3. Análise Competidor | Chouder |
| Matriz GE-McK (GE Business Screen) | 3.3. Análise Competidor | Chouder |
| SWOT | 3.3. Análise Competidor | Chouder |
| Competitor profiling | 3.3. Análise Competidor | Adom / Chouder |
| 7S | 3.3. Análise Competidor | Fleisher |
| Business Model Analysis Grid | 3.3. Análise Competidor | Fleisher |
| Product Line Analysis | 3.3. Análise Competidor | Fleisher |
| Strategic Relationship Analysis | 3.3. Análise Competidor | Fleisher |
| Strenght x Weakness Matrix | 3.3. Análise Competidor | Fleisher |
| Supply Chain Analysis | 3.3. Análise Competidor | Fleisher |
| Event and timeline (E&T) analysis | 3.3. Análise Competidor | Fleisher / Chouder |
| Modelo ADL | 3.3. Análise Competidor | Múltiplas |
| Clustering | 4. Disseminação | Bose |
| Concept linkage | 4. Disseminação | Bose |
| Dashboards | 4. Disseminação | Múltiplas |