

COMPETITIVE INFORMATION IN SMALL BUSINESSES

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Here are some simple ways your company can track competitors. be underestimated when it comes to gathering information on competitors.

10 Easy Ways Small Businesses Should Track Competitors - Small Business Trends

Your competitor could be a new business offering a substitute or similar local business directories; your local Chamber of Commerce; advertising; press.

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Understand your competitors

Follow these tips, from fellow small business owners, on which tools are best on how you can start gathering information on your competitors.

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Related books: [Something About That Lady](#), [Toni Morrisons Style in Beloved](#), [Death by Deadline](#), [Absence of the Hero: 2](#), [If I Knew Then What I Know Now: Youth Workers Share Their Worst Failures and Best Advice](#).

Gabrielle Pickard-Whitehead is a professional freelance writer and journalist based in the United Kingdom. You cannot compromise in this arena.

Even if you're the only restaurant in town you must compete with cinemas, bars
Exploit the gaps you've identified. But there are also a variety of tools either supplied by Google or that relate to Google's search results and AdWords campaigns that might give you interesting insights into your competition.
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