

**Key words:** *information, competitiveness, Competitive Intelligence*

**Abstract:** Apart from a clear vision, increasing the level of competitiveness in Romanian companies and their capacity of handling competition pressure also requires the existence of a competitive strategy based on appropriate information and continuous assessment of the risks and of the business opportunities.

Competitiveness by means of information starts from the idea that companies can elaborate valid competitive strategies only by means of "intelligence", which is obtained through internal development of the power of collecting, operating with and analysing the information required for the business. Competitiveness by means of information refers to a systematic process of collecting and analysing the data and the information which come from public sources and deal with the aptitudes, reasons, intentions and the methods applied by the competitors, in order to obtain a durable competitive advantage.

Professional companies know that in order to be competitive, they have to be able to anticipate the changes that appear from inside or from outside the domain in which they work. Besides, they also know that in order to obtain a competitive advantage, they need a plan to transform data and information in "intelligence" and then use them in taking strategically or tactical decisions.