**Abstract**

This diploma thesis describes and analyzes an area of competitive intelligence in the pharmaceutical industry. The work is divided into five parts. The first part deals with competitive intelligence and related aspects, the second part is dedicated to the pharmaceutical industry, with all specifics. The third part deals with competitive intelligence in the intersection with the pharmaceutical industry, the fourth part contains the classification and description of information resources appropriate for the activities of CI and a fifth part presents research, which consists of a questionnaire survey among pharmaceutical companies on the state of competitive intelligence and semi-structured interview with an expert in the area of CI in pharmaceutical company. The survey results represent a certain sub-probe, which demonstrates the strong position of CI as a common standard of pharmaceutical companies.

**Keywords**

competitive intelligence, pharmaceutical industry, information needs, drugs, pharmacovigilance, patents, information resources