Origins of competitive intelligence: a fundamental extension of CI education

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Origins of Competitive Intelligence: A Fundamental Extension of CI Education

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Question

As we hone our CI skills and teaching are we drawing sufficiently from the past to inform our presentation of CI as a discipline with a long heritage and a place in commercial activity over the millennia?
Introduction
Teaching the Origins of CI

Objectives:
• To study the ancient history of information gathering for competitive advantage
• To be aware of past successes and failures to strengthen current CI practices.
• To present CI with philosophical values and appreciate the historical figures who created them.
Researching the Origins of CI

Series of questions…

• How pervasive were elements of CI within historical commerce, but spoken and practiced in different terms? And in what countries?

• How did CI change during the past hundreds and thousands of years as a result of technology?

• Has CI been a natural component in commerce, just as barter was for thousands of years?
TIME LINE OF HISTORICAL INCIDENCES RELATED TO COMPETITIVE INTELLIGENCE

- Simple comparison systems for goods and services as trade and barter develops.
- Religious texts describe situations in which military intelligence is used for various decision-making processes (Conquest of Canaan).
- Intelligence and spies continue to play an important role in planning for battle. Sun Tzu of China writes "Art of War" on the value of intelligence.
- Under the guise of diplomacy, Scipio Africanus, a Roman, gathers intelligence that defeats the Carthagian arm.
- General Hong Ming of China writes "War Craft Strategies"; successfully used in government, military and business.
- Byzantine emperor Justinian I (483 - 565 AD) employed monks to steal silk worms from the Chinese so as to understand how to make silk.
- The Holy Crusades makes a case for intelligence. The Middle East uses intelligence to prepare and intelligence gathering tools.
- Monguls' "Yam" system is institutionalized by The Great Khan Ogendi.
- R.L. Wickham sent to China to gather intelligence that would make England more economically & militarily competitive. He smuggles tea bushes into England and India, starting up the Indian & English tea industries while crippling the Chinese tea industry.
- Toyotomi Hideyoshi, the Napoleon of Japan successfully incorporates the strategic theories of Sun Tzu.
- Nathan Rothschild successfully develops & employs a critical intelligence matrix that assisted the British to defeat Napoleon; saved the London Stock Exchange from collapse, and innovated the bond market and international finance.
- Japanese "Joho" translated German "machinist" as "intelligence".
- Meiji Charter Oath - Knowledge shall be sought all over the world, and the foundations of imperial rule will be strengthened.
- First American manifestation of marketing research activities.
- First American Director of Marketing, Charles Cooleidge Parlin. American's concept of monitoring competition and competitive forces make up a small percentage of an organization's operations.
- World War II: Electronic surveillance is used by both sides.

Publications:
- 1956: China's Scientific and Technical Information System provides information and intelligence support for scientific and technological research, engineering projects, and long-term planning for government and state-owned enterprises decision-making processes.
- 1958: Japan External Trade Organization focuses on gathering information related to import & export and provides an early warning of opportunities & threats, and competitive monitoring & assessment for international trade.
- 1959: "Competitive Intelligence" by Burton H. Alden et al., C.I. Associates.
- 1960: "Strategic Intelligence and the Shape of Tomorrow" by William M. McGovern, Henry Regency Co.
- 1966: "Business Intelligence and Espionage" by Richard M. Greene, Dow Jones Irwin.
- 1999: SCP has over 6,500 members. CI is advocated as essential for business success, especially for global markets. Publications increase.

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CI and the Information Age

The current shift from the industrial age towards the information age, and a networking-based economy, however have led to a strong renewed interest in the discipline. [1]


The following slides illustrate the growth in publications about CI from 1967-2000
But how much of this is about CI history?
Bergeron, & P A. Hiller. *Competitive Intelligence. (Annual Review of Information Science and Technology. VOL38)* has been deemed as a paramount piece of work in the CI and Information Science fields, and therefore from analysing its references (252), the timeline below has been created depicting the rise of CI publications.
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Benefits of expanding ‘Origins’ of CI to the Academic Discipline

*History…*

- Can add philosophical depth that benefits the teaching & research
- Considers the different beginnings & evolutions of CI in different parts of the world
- Adds cultural perspectives and practices that influence CI practices and its continued evolution
- Advocates ethical considerations with historical contexts
Approaches to Teaching the Origins of CI

- Geographic Region
- Historical Eras in Commerce
- Culture
- Objective
- Technological Advancements
- Timeline
- Historical Eras in Military
- Discipline

Origins of Competitive Intelligence

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Conclusions
Further Research on CI Origins

• Encourage research by geographic region to develop a timeline of historical incidences to be analyzed for significant CI related processes and activities.

• Or, possibly propose a coordinated collaborative across SCIP national chapters to augment the timeline through SCIP academic members.

• Thus developing the historical and societal underpinning of CI more within the CI curricula.
Thank You
Any questions