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?
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?
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TIME LINE OF HISTORICAL INCIDENCES RELATED TO COMPETITIVE INTELLIGENCE

**c. 1000 BC**
Religious texts describe situations in which military intelligence is used for various decision-making processes (Conquest of Canaan).

**c. 500 BC**
Intelligence and spies continue to hold an important role in planning; for battle. Sun-Tzu of China writes “Art of War” on the value of intelligence.

**c. 204 BC**
Under the guise of diplomacy, Scipio Africanus, a Roman, gathers intelligence that defeats the Carthagian army.

**c. 220 BC**
The Ming of China writes “War Craft Strategies”; successfully used in government, military and business.

**c. 200’s**
Byzantine emperor Justinian (483 - 565 AD), employed monks to steal silk worms from the Chinese so as to understand how to make silk.

**c. 500’s**
The Holy Crusades makes a case for intelligence. The Middle East uses intelligence statecrafts and intelligence gathering tools.

**c. 1000’s**
1100’s: Al-Assani’s manual military writing about spies, couriers and information. 1171 - 1172: Sultan Al-Malki Al-Adil Nur al-Din of Syria sets up an intelligence system.

**c. 1200’s**
Mongols “Yam” system is institutionalized by The Great Khan Ogendi.

**c. 1300’s**
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.

**c. 1400’s**
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.

**c. 1600’s**
Japanese “Joho” translated German “machtin” as “intelligence”. 1688: Meiji Charter Oath - “Knowledge shall be sought all over the world, and the foundations of imperial rule will be strengthened”. 1879: First American manifestation of marketing research activities.

**c. 1900’s**
1926: First American Director of Marketing, Charles Cooleidge Parlin. American’s concept of monitoring competition and competitive forces make up a small percentage of an organizations operations.

**c. 1940’s**
1940’s: World War II erupts, technology for military intelligence escalates. Electronic surveillance is used by both sides.

**c. 1950’s**
1956: China’s Scientific and Technical Information System provides information intelligence support for scientific and technological research, engineering projects, and long-term planning for government and state-owned enterprises decision-making processes.

**c. 1950’s**

**c. 1960’s**
1960-c.1970’s: Japan’s benchmarking, just in time and TQM. Research becomes important to understand competitors.

**c. 1970’s**

**c. 1980’s**
1980’s: Numerous publications introduce formal business intelligence-gathering functions: Revival of research and importance of CI.

**c. 1990’s**

**c. 2000’s**
Intelligence goes electronic, commercial databases become popular resources for business intelligence. Increase in the registration of Market Research consultancies.

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

Origins of Competitive Intelligence
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