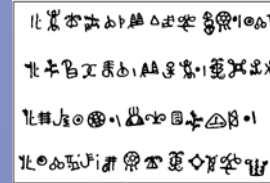




Competitive Intelligence 2.0

Knowledge sharing history and professionals

- ◆ Narrator
- ◆ Script
- ◆ Writer



- ◆ Professor, doctor, journalist using radio, television, computer



- ◆ Communication 1 to N



Information stock to flux

◆ Stock: library

- From archivist to librarian and documentalist



◆ Flux: Information delivery

- soothsayer, analyst, watchman, Intelligence services (i.e. competitive)

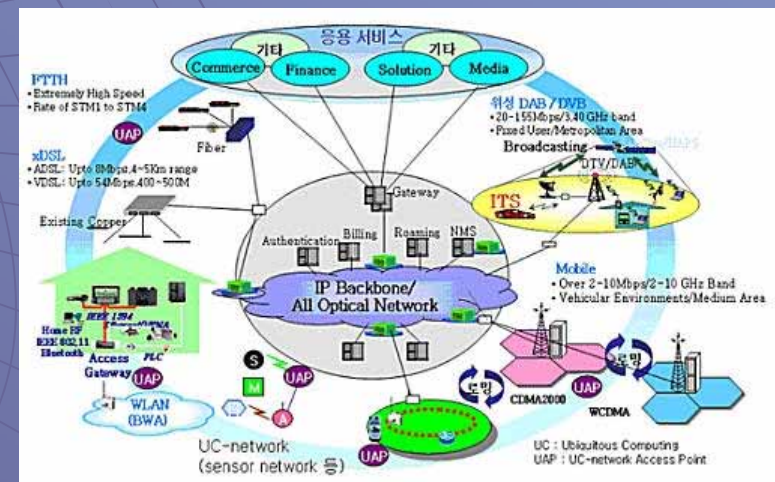


Information and computers

- ◆ Stock: from mainframe to personal computer



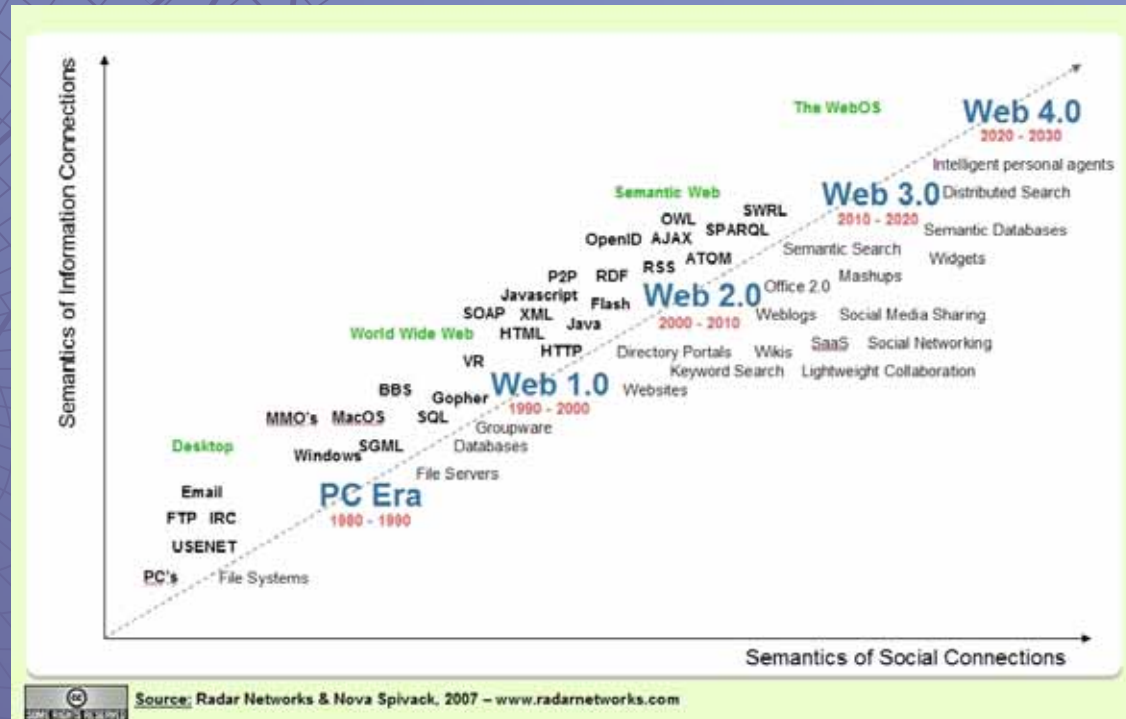
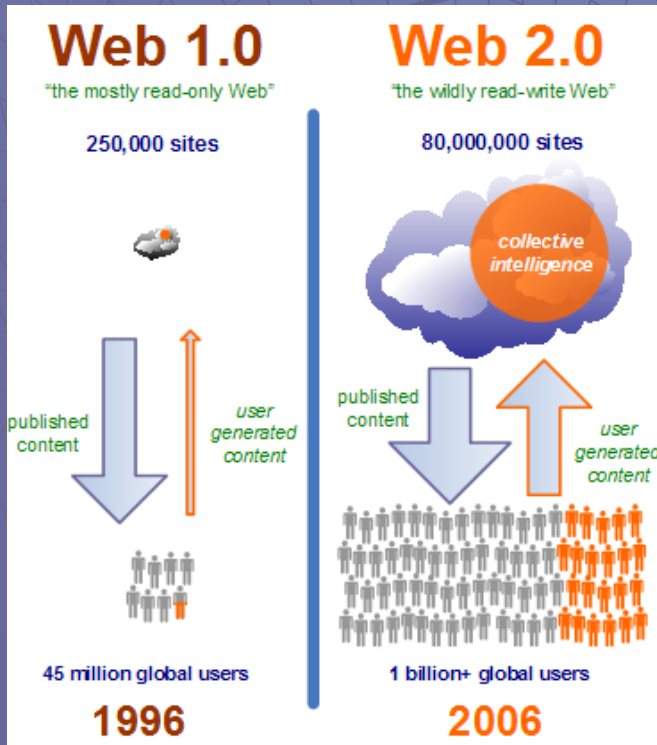
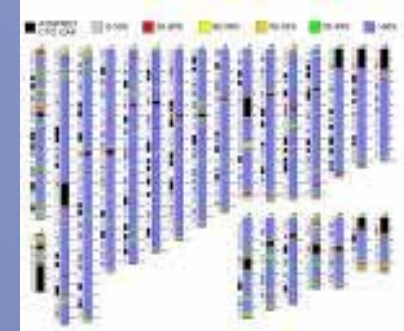
- ◆ Flux: physical to numerical transport



Internet revolution

- ◆ From information to knowledge co-construction
 - Who discovered the human genome?

N to N knowledge sharing/elaboration

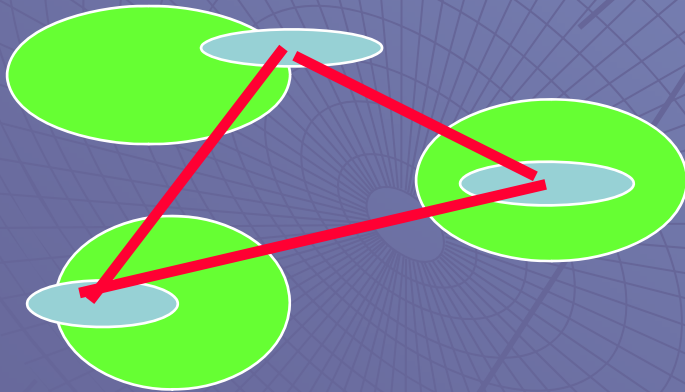


Information quantity, growth and visibility

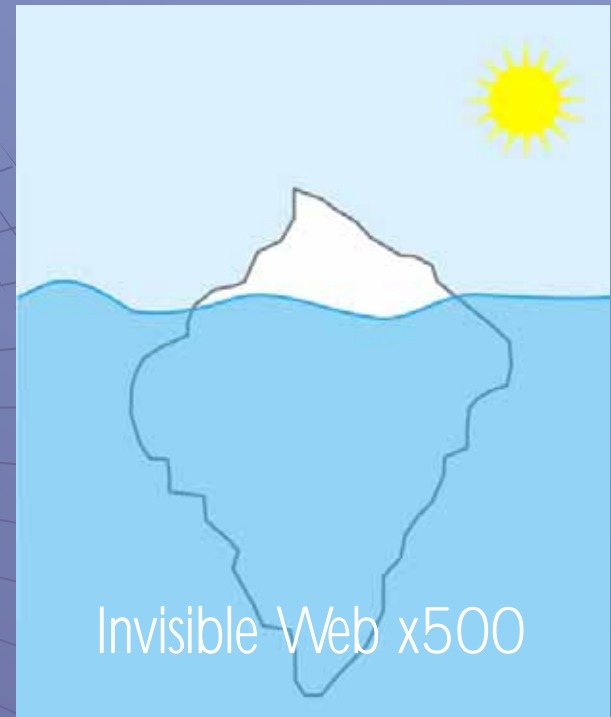
5 Exabytes (5×10^{18}) new information in 2002
30% annual increase

(Berkeley, 2003)

But
human brain can only absorb 30 Mb/year (30×10^6)



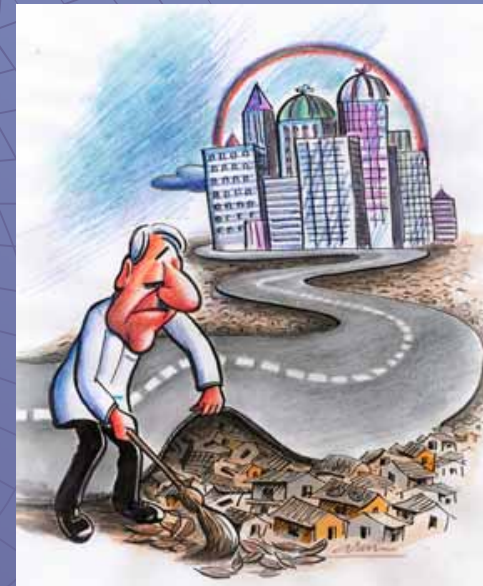
Human knowledge networks



Invisible Web x500

Globalisation/Glocalization

- ◆ Sustainability
- ◆ Social responsibility
- ◆ Tangible to intangible



Innovation management

- ◆ Taylorism, bureaucracy



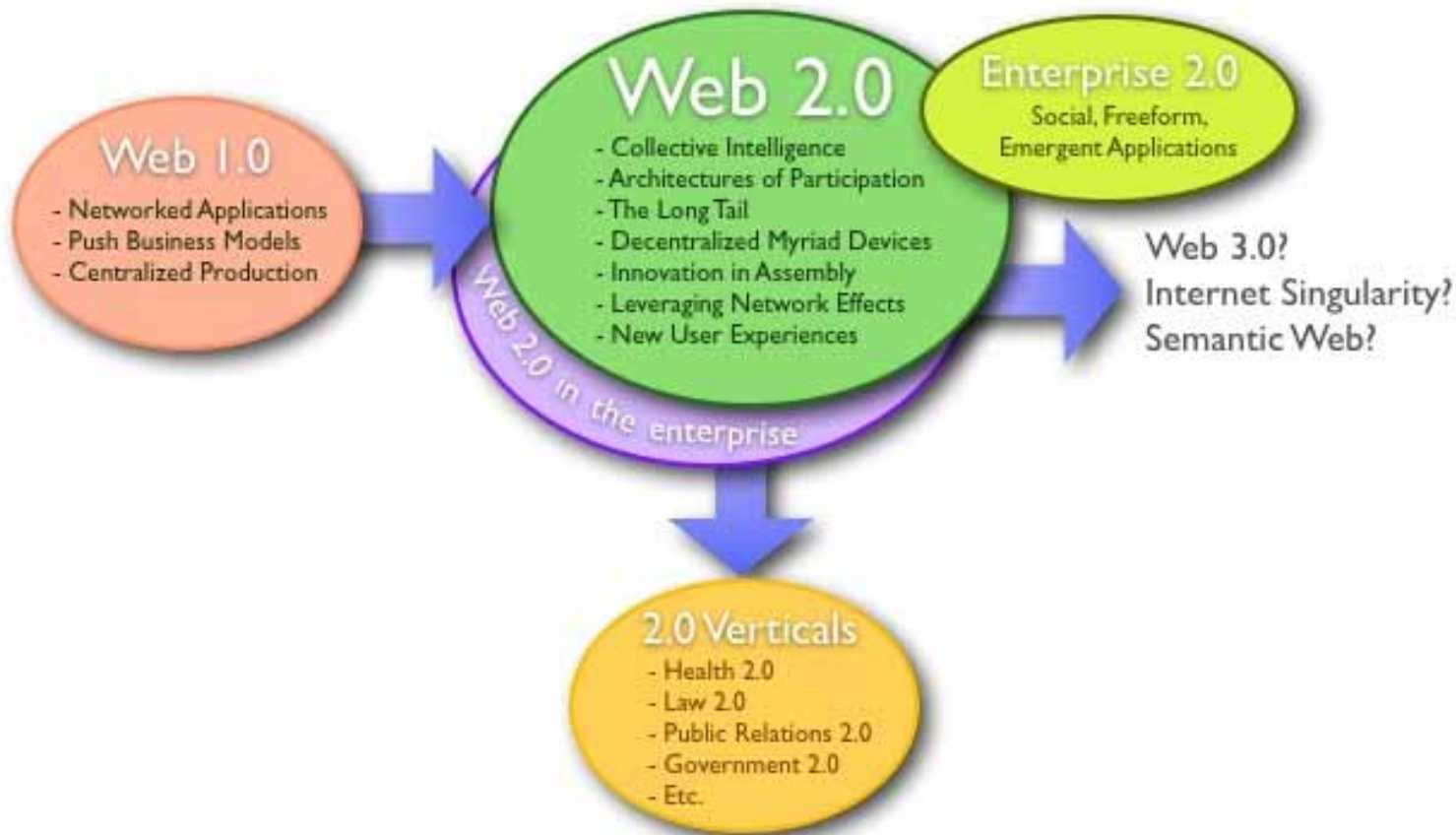
- ◆ Versus adhocracy, serendipity, get out of the box!!



Competitive intelligence 2.0

- ◆ Information system to help the good decision

The Evolution of Networked Applications and Business



Source: Dion Hinchcliffe. 2008. Hinchcliffe & Company. <http://hinchcliffeandco.com>

2.0 concept

Architecture

N to N communication
Knowledge co-elaboration

participation

social

application

Perpetual beta
Thinking out of the box

The Marketplace



Long tail global micromarket
1-2 Billion people

2.0 concept

Architecture

N to N communication
Knowledge co-elaboration

participation

social

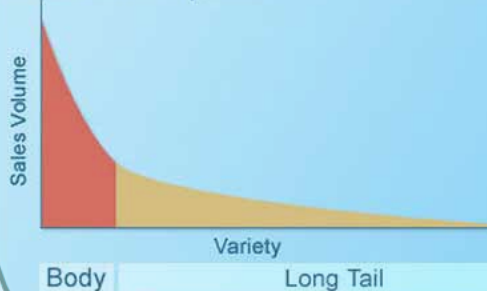
application

Perpetual beta
Thinking out of the box

CI

Long tail global micromarket
1-2 Billion people

The Marketplace



Impossible to improvise!!!

- ◆ Formation by and for professionals (new or existing)
- ◆ Master and PhD level
- ◆ HRIE Formation referential
- ◆ French and Portuguese High education agreement