

BOOK REVIEW: BENEFITS OF PRIVATE AND PUBLIC INTELLIGENCE

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ABSTRACT

Authorship: Klaus Solberg Søylen is professor of Management with specialisation in Marketing at the school of Business, Engineering and Science at Halmstad University, Sweden. His research mainly divided into three areas and that are intelligence studies, digital marketing and political economy. He is closely attached to the business and commerce which makes him to study on how companies can obtain best in marketing. He has large number of international connections which made him success for his researches. In SCOPUS, he is the new editor at the Journal of Intelligence Studies in Business. He has complete international working experience in marketing and auditing also serves for leading companies.

Purpose: This paper shows a critic of a book review for the topic of "Introduction to Private and Public Intelligence: The Swedish School of Competitive Intelligence" written by Klaus Solberg Søylen in 2005. The fundamental reason for the book is in practical to educate private and public intelligence analysis, with the benefits on the word analytical. By obtaining the expression which has been put knowledge into practice and practice into knowledge.

Method: This book provides a basic theory for both students and intelligence professions also a number of practical tools to enhance the analysis. The main aim is to show the logic behind the analysis to learn the techniques for students and professionals and build their own practical analysis skills. He was teaching business intelligence for three years which makes the students were took part in the discussions that helped him to write this book.

Impact: The book has received many feedback from the numerous authors which has been gathered information in Google Scholar search engine. Most of the author generally concur and adopt the points as said in book for private and public intelligence and some will argue against the creator's opinion.

Audience: Audience are the students and the professions.

INTRODUCTION

This paper shows the overview of the book "Introduction to Private and Public Intelligence: The Swedish School of Competitive Intelligence" in short to understand the concept in a precise manner. This book was written by Klaus Solberg Søylen in the year 2005 which tells about the business intelligence concept and the practical implications for analyse and do by their own. In this intelligence concept plays a major role for research in private and public intelligence which forms the new in basic research. The writer of this book has many years of experience about the subject and produce a winning and structured conversation through the

book. This book gives the knowledge about the theoretical part with analysing the subject and methods. First I started the book review by the content in the book what it tells about. From that content part, which gives the basis for discussion to look at what are the benefits, methods and purpose of work used in the content from the book. At long last, the general impression of the book is exhibited in a conclusion.

CONTENT

This book is segmented by five chapters which introduces the substance of the book and that again divided by sections. This content demonstrates and it will be basis for forthcoming discussion.

CHAPTER 1: Introduction to the Study of Private and Public Intelligence

The writer of the book starts with the clear abstract about the book which includes the fundamental commitments for every section. Also, he described about the book the study of private and public intelligence is connected with various area like economics and business on the one hand and political science on the other hand. The writer says that it is closely connected to the geo-economics which try to find the relationships between geography and the human economic behaviour. He concentrated on the geopolitics which correlates the geography and politics. The benefit of scientific findings that the moral aspects of private and public intelligence are never let beyond anyone's ability to see.

In the Historical references part, he explained about the investigation on human related action such as Alexander the Great, Stevan Dedijer. In this he says that there are no accepted theories in the subject part also he explained about the applied field of study. In this he wants to brings the accuracy on the private and public intelligence. The intelligence function is mainly performed by the special team named as business intelligence teams (BIT), which mainly focus on programme role.

The writer closes the chapter by saying the difference between the private and public intelligence and customer relationship management (CRM), where CRM is a part of business intelligence (BI). Also, he described and compared the knowledge management with the private and public intelligence. The author described and concluded by comprehended as a base and connected with the later part.

Methods	Purpose
Strategy by Sølilen in 2005	He gives the clear abstract about the introduction to private and public intelligence of the book.
Connected to geo-economics by Sølilen in 2005	Which it relates with the geography and human economic behaviour.
Stevan Dedijer in 1998	He related the action with the human related action

Table 1: The methods and purpose of private and public intelligence

CHAPTER 2: Elements of Private and Public Intelligence

The author starts this chapter with the practise of private and public intelligence with sources of three types that is information directly from people, traces of human actions and made by nature in this it mainly concentrates on both groups that is trace of human actions and trace made by nature. In this author classify the ethics with four different strategy that is defensive, offensive, ethical offensive and ethical defensive. He layout the basic distinction between the intelligence, information and data in private and public intelligence. In the division topic, he analysed the competitive advantage in terms of informational asymmetry which has more value for information in the companies. He tells about the Michael porter concept after reading P. Drucker which identifies the cost advantage and differentiation, where there is two general ways for winning the market share that is either by offering a better price or by offering a better product. After that he described the three composition of the study in intelligence, security and counterintelligence. He describes that counterintelligence use a defensive strategy to meet the intelligence operations. The intelligence function in business become to take better decisions. He explained about the organizational attachment in both professional world and in academia with gathering information and the analysis part in the business process with different locations in the organization at the same time, strategy covers a wider area than business intelligence.

The author describes the intelligence working process with the business intelligence cycle, also said that check the possible differences between the business intelligence and scientific processes. At the same time the business intelligence team work for the several problems and use different kind of analysis for the same problems. The author proposes different deterrents in the data gathering for business intelligence cycle and for practical intelligence regards strategies. He said that how the intelligence part is working in groups is defined in the business intelligence cycle, it explains that how to work but not explain on what strategy. The time perspective in private and public intelligence is foreknowledge. Business intelligence will consider that what will happen in the future and what may happen for near future. The author concluded the chapter by two distinctive approaches to the learning of intelligence in business and stressing the role and importance of gathering information. The overview of concept said by author is below in the table form to analyse the methods and purpose explained in the private and public intelligence.

Methods	Purpose
Collecting information by Sjøilen in 2005	Which helps to trace the human actions and nature also classify the ethics and legal attributes.
Layout by Sjøilen in 2005	To analyse the competitive advantage in terms of informational asymmetry.
After reading P. Drucket the concept by Michael porter in 1980	For winning the market share there should be a better price or should be a better product.
Tripod by Sjøilen in 2005	Counterintelligence to meet the intelligence operations.
Business intelligence cycle by Sjøilen in 2005	It explains how to work but not explain on what strategy.

Table 2: The methods and purpose of private and public intelligence

CHAPTER 3: Analysis in Private and Public Intelligence

In the third chapter the author tells about the intelligence analysis. At the outset, we try to learn how to make models of reality from an organizational perspective which may help in the analytical process. In this he explained that the problems already “know” from various dimensions, for solving those dimensions that the know is relevant for the business. There is only way to avoid risk by certain dimensions is to use by models and checklist where checklist is used in many business areas. He argued with model topic which keeps on changing for the overview of the situation.

The author illustrates the submarine part by using an intelligence model also he explains about the political parties which relies practically on economic growth to full fill their growth. Business intelligence programs relies in the submarine allegory, where the program gains need-to know from the nice-to-know. And this model relies on analyst that make the business intelligence in an irrelevant manner.

The author explains about the uses of push and pull intelligence and how to rise up the strategies. Finally, he ends up the discussion as to the methodological aspects of analysis in intelligence which could have been much longer but which it was necessary to include for a deeper methodological understanding of the subject matter.

Methods	Purpose
Intelligence analysis by Sjøilen in 2005	In this he explaining the concept for “know” which it is not relevant and produce a report by preconceptions, for avoiding risk checklist can be used.
Porter in 1980	He suggested the five-force method
Hussey and Jenster in 1999	They presented with the modified dimensions in the value creation process

Table 3: The methods and purpose of private and public intelligence

CHAPTER 4: The Technology of Intelligence

The author says about the technology used in private and public intelligence also he starts with the terminology. He described this chapter with essential information that how technology plays an important role also collecting information through the signal intelligence (SINGINT), communication intelligence (COMINT), electrical intelligence (ELINT), radar intelligence (RADINT) and acoustic intelligence (ACINT). Also, he explained about the human intelligence (HUMINT). In this he clearly presented the important wording with the ideas used in private and public intelligence.

The author also says about the terms which frequently used that is data mining and data warehouses. Also, he discusses about the intranet and how the intranet is used. He says about the risks faced by the employees. Because of the technologies, the organization have enough problems which earn their employees trust and responsibility. In this technology has both advantages and disadvantages by which saying that without technology we cannot run anything

at the same time if we use too much of technology will lost their employees trust. For example, there is one proverb that is “too much of anything is good for nothing”. In this author discussed about the how it deals with the security issues by using technology. He finally concludes this chapter by saying that some of the words used in this to understand better and to give the overview about the technology.

Methods	Purpose
Technology by Sjøilen in 2005	He explained that what technology used for collecting information through difference intelligence.
Frequently used terms by Sjøilen in 2005	Data mining and data warehouses also discussed about the intranet used in the organization.

Table 4: The methods and purpose of private and public intelligence

CHAPTER 5: Intelligence Ethics

In the final chapter, he moves deeper to the subject part of the business ethics which is connected to the private and public intelligence. Without the real discussion, it is impossible to act practically to treat a subject like intelligence. In this chapter, he brings up the issues about ethics, which becomes lagging in business intelligence.

The writer says that it hurt the financial interest which may reduce in business ethics particularly difficult to manage in the worldwide scale and the market rivalry may bring down the organization with respect to ethics. In the chapter 4 he discussed about the absence in technological security with the ethics which focus to increase the company benefits. He also describes three different types of ethics and that is legal, ethical and internal limits.

In this chapter the author finally concluded by saying that success for intelligence whether it from private, public, state or military for recruiting the young students with analytical skills. He says that without intelligence ethics it is difficult to complete the private and public intelligence. At the end, he concludes by saying that which values are more important whether human or economic, also clarifies the concept of industrial espionage with the distinctive use

Methods	Purpose
Ethics by Sjøilen in 2005	Which becomes lagging in business intelligence.
Schmitt, carl (1932)	He explained about the geopolitics in the Germany during 20 th century.

Table 5: The methods and purpose of private and public intelligence

DISCUSSION

The process of the book is addressed in the discussion part which shows the quality of book is considered by aim and background, methodology and structure.

Aim and Background

This book is about the private and public intelligence which gives the clear view in the introduction part with the practical examples which can be easily understand by the students and the professionals. The author has discussed the book in the non-Swedish which can be understand by the all kind of readers in an easy way. The author clarifies the issues of the book which lies on business intelligence. The book focus on both private and public intelligence.

In chapter one the author of the book started with the clear view by outlining the issues for every chapter. By saying the clear definition for the business intelligence and how they started. He clarifies the subject for business intelligence named as competitive intelligence, competitor intelligence and marketing intelligence. The author clarifies through the book with practical examples for the marketing terms. This book is developed with a specific goal to give the private and public intelligence which gives the different views. The motivation behind the book is to give an overview of the concept and lies on concentrating the existing research rather than contributing to the research.

Methodology

The author start by clearing the fundamental concentration of the book in private intelligence and specify the ranges within public intelligence is removed. It does not have the historical background and the author says that review about many researches have done with the base of swedish research which can promote and suggest implications in all geographical regions. For collecting data, the author has discussed with the students in class and professionals within that subject in his University of Lund and Malmö. In this he also mentioned about the practical examples which were gathered and selected. And we precise the book review of the subject private and public intelligence, which this is not specified by the writer.

Structure

The author started the book in synopsis part in the first chapter which he explains the whole concept of the book in a short term. After he gave practical examples for analysing method where every chapter will be explained with business intelligence. He utilizes a casual which connect the tone for writing, with few references in the content. Which makes the easy way for the reader to read the overview of the subject.

The book shows that very much organized overview of the subject which gives the better foundation path for the future research in private and public intelligence. In this he focusses more on public intelligence also he did not suggest this to continue for the future research. From the suggestions, discussion and the practical examples given by the author which helps for the future research.

Validation of Theories

The author's arguments from the book have received different responses from other scholars and professionals. Sjøilen (2005) states that the study of PPI should not mix science with too much philosophy. Further, he describes Gilad's (2008) work as important contributions in a writing tradition and academics should stick to this tradition in building an intelligence science. The suggestions received an opposed claim from Hoppe (2015) to accept different philosophical foundations for the emergence of true science. Side by side with Sjøilen (2005), there are also several authors, such as O'Guin and Ogilvile (2001) and Drucker (2002), who point out the formal analytical method for effective gathering of information. For Drucker (2002), a formal team of employees and managers that must be well organized to deal with information in order to achieve the organizational objectives.

The explanation and implications of Sjøilen (2005) about Porter's model of competitive advantage are heavily adopted by Cavallante (2007). Cavalcante (2007) also agrees with Sjøilen (2005) that it is necessary to clarify the distinction between data, information, and intelligence as well as the relationship among these intelligence products. Regarding the terminology among the Swedish authors, it is complicated by the lack of an adequate translation. This has led to the use of the English intelligence terms which adopted by; Sjøilen (2005) - Private and Public Intelligence, Sandström - Business Intelligence, PagelsFick (1999) - Business Intelligence, Nelke & Håkansson (2015) - Competitive Intelligence.

CONCLUSION

By summarising the overall concept of the book which tells about the private and public intelligence for professionals and students who are involved in the business intelligence to build their own analysis to fit any practical problem. He describes in a clear and enormous information to the professions and the students to share his own data and also share from different sources to give an establishment understand to the concept which is so subjective. He explained with various examples to understand in an easy way and discusses the topics in further. He also explains the topic of private and public intelligence from different views at the same time the book can be understand by the non-Swedish people. The author explained the private and public intelligence with the practical examples which makes the students and professionals to understand and analyse the tools.

The author started the book with the clear introduction which can be easily follow by the reader to understand the concept in the book. The first chapter of the book gives the short and brief history about the overview of the book. He characterizes the concept in the private and public intelligence in the theoretical and practical aspects. This book will be benefits for the readers to understand the concept.

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