

Doctorate thesis

**Genealogy of the low breakthrough
of the Competitive Intelligence discourse in French Small Companies:
Epistemological mistakes and operational proposals**

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English Summary

How shall we inform ourselves professionally when we suffer from information overload? In France, since the 90's, Competitive Intelligence discourse has not succeeded in meeting the requirements of small companies. There were epistemological differences which are misleading. This discourse was studied and the key drivers were identified as Gulliver's effect—the action to watch the world through giant's eyes—and the belief that the information is always a "good thing" are fragile. (Very) small companies do not fit with this misleading discourse.

More robust understatements and a temporary "Methodological Information Refusal" are suggested. Yet, (very) small companies should inform themselves differently in the information age. A more complex revolution is emerging: a Hubblean revolution.

Key-Words: competitive intelligence, information overload, information, to inform oneself, Methodological Information Refusal, hubblean revolution, communication, discourse, complexity.

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