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Economic knowledge as a factor of state stability

Jacques Fontanel, Liliane Bensahel

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Summary : L'information constitue un facteur important de compétitivité économique dans une économie de marché. La guerre de l'information se situe aussi bien dans le domaine de l'économie que dans la sphère militaire. Elle permet à tous les acteurs économiques de développer leurs stratégies, sur la base des informations qui leur sont rendues disponibles. Aujourd'hui, les Etats-Unis sont hégémoniques dans le domaine de l'information économique, politique, sociale, stratégique et militaire. Ce qui pose un problème important en termes de sécurité internationale pour tous les autres pays. Knowledge is power.

Information is an important factor of economic competitiveness in a market economy. The information war is both in the economy and in the military sphere. It allows all economic actors to develop their strategies, on the basis of the information made available to them. Today, the United States is hegemonic in the area of economic, political, social, strategic and military information. This poses a major problem in terms of international security for all other countries. Knowledge is power.

Mots clefs ; information, knowledge, national security, competitiveness
Sécurité nationale, compétitivité.

Globalization opens market for all enterprises and spreads new methodology and instruments, increasing in that way the progress of information technologies (IT). It leads to the concentration of grey matter, to the growth of zeal, innovation and to the net's expansion of collective knowledge and practice. Information is one of the sources enterprises' competitiveness in the economy, based on knowledge. Globalization also is an important factor for competitors' destabilization. It is even spoken about «information warfares», indicating on the importance of knowledge and information in the strategies of international and national markets' agents. The necessity of getting specialized information in the system of international competitiveness determines the essential volume of investments.

The economy knowledge can be defined as the sum of actions, coordinating investigations, processing and spreading information in case of its useful application for economic agents. Adopting the economy knowledge by the state is supposed the development consecutive system production of knowledge, transfer and protection information and its consumption. So the EK is one of the type of learning, which is able to present information for creating competitive strategies and to make decisions in case of decreasing uncertainty. The power of nations defines its technical competitiveness, because it becomes an important instrument of strategies for economic agents.

SCIP describes the EK as the management process by competitive environment, realized by directors of the firms in ranking their technical, trade and investigation strategies in

accordance with legal and ethical standards. The economy knowledge is not the synonym on industrial espionage. In narrow sense it is about legal information gathering system with the purpose of next special processing and orientation on production knowledge (data).

So, the knowledge of economy includes three main characteristics:

At first, it is organized around enterprises' development and competitiveness.

Then, local authorities develop the idea of territorial knowledge as strategic instrument, instrument of communication and administration. Creating meta-knowledge will be able to be dynamic factor in regional development. Territories rapidly integrate communication and informational technologies and fed by this. Creating necessary infrastructure for TIC is a base for new opportunism in social sectors in whole (education, economy, social sphere, health). In this sense, territorial knowledge is one of the informational processes, which is being continued to develop by local agents, who misappropriate resources for themselves.

The economy of knowledge may be defined as sum-total actions, coordinating investigations, information processing and distribution in the point of view (in case of) its effective using for economic agents.

It forces to mediate, at last, government, carrying out security and protection image of national enterprises by government. The government interferes for the purpose of more favor enterprises' relations with another scientific, economic and political institutes. In this case the economy of knowledge is interested in enterprises' development, security and government's protection simultaneously. Though military power have to be based on economic strength, high tech and effective information system, which is able to understand the strategy of other agents. The weakness of national production unit is a factor of reduction government's independence and power.

The US government frequently used criterion of national enterprises' protection, prosecuting industrial policy. Large American companies received very important contracts of R&D, which often allowed them to get new references, applying to government (common) property, at least in short-term period.

1. Information as the source of fortune.

Information was manifest the new civilization's appearance of "information era" and at the same time the method's development of social and political opposition, turning to weakness of national states and their monopolization by organized violence. In this sense, information's owner can better "inform", his decision can be based on better information data and be defined more strongly and correctly, thus increasing potential of economic development. Rich nation can be spent the part of their wealth for support of security at the satisfactory level to immortalize economic power, at which another states can pretended.

The US is hegemony in information flows management. In sphere of communication, which are maintained by enormous internal market, American corporations rich more 42 % of world trade turnover and finance 60% of additional research from European level and almost two times more from the level of Japan. The information knowledge gives an opportunity to sell their technologies, standards, culture. In these conditions, national information strategy is an essential point for economic power of country, as well as industry or army. The purpose of knowledge economy is to strengthen economic development of the state and so to increase the security of country from external threats.

For the US government information revolution is an important economic trump with purposes, comparable with the purposes of industrial revolution in the 19th century. However, only 10% of American workers are employed in this sector, but it is an essential growth factor because of their productivity. At the first stages of

innovation are enterprises' flexibility and conditions improvement of population life. The US government conducts flexible policy of development sector, encouraging confidence to Internet, developing legal regimes and regulation for increasing trade (e-commerce) and participation maintenance all Americans in new economy. Telecommunication will be the main attribute of the world development during not less 10 years. American government issued a law for reorganization sphere of telecommunication in 1996, which was turned to creating of global national market. The Internet became forum, discussion centre and place for joining all cultures. The law insists on that private sector will become more responsible for development of electronic information, following the rules, including international laws such as law of consumers' protection, that in turn will allow to avoid breaches of intellectual property and information space. The necessity of clear difference strategic and economic interests is an undecidable problem for the US government. The new term of security, creating in the system of international agreement will have to be introduced for ensuring greater security and increasing benefits from democracy at free market. Just military organization (OTAN) and economic organizations (CEE, GATT, FMI) of west world enable to cut down initial conflicts. In the judgment of the government, international system needs in strong leader. Firstly, economic efforts don't guarantee prosperity. Secondly, prosperity without international integration doesn't ensure secured stability, because conflicts can be implicit. And finally, integration process has to be strengthened by strong leader. Conflicts will continue to exist without dominant country, without competent international organization. Only America does the concept of geo-economics as everyday strategic actuality. It is only protection from threats, which expose its national interests to danger, as well as team-mates' interests. America will able not to enable destabilization of international relations on the strength of their economic power. The Senate

declared on “criminalization” of economic espionage in America. Today trade (economic) causes play leading role in the foreign policy of America. Governments and millions of business communities cooperate with each other for establishment regular cooperation. They form bases, satisfying purposes for organization open international markets. America lays down rules for trade, based on respect of human rights. There are unlimited agreements between business communities and Washington, concerning about unilateral control in export. The USA imposes united rules for all participants without order.

The American government had an object to direct information to enterprises’ services and to organize information space. Services, “preventing from knowledge spreading” henceforth are straight used in industrial and commercial activities.

In other words, information secrets Renault and Toyota can be transferred to Big Three (General Motors, Ford, Chrysler). When the government protects the idea of loyal competitiveness as the base of commercial activity, CIA (scientific information agency) doesn’t intend to take himself appropriate commitments on this question. In connection with it, along with range of informational organizations, existing in the network of National security agency of industrial information, developed The Centre of technical information’s protection, the centre of collecting information investigations, scientific information agency and places, where start to create private industrial personage. The Internet increased more the phenomenon with new forms of economic crimes, such as hacking, blackmail with respect to banks, misinformation. In 1991 CIA issued mandate about struggle against drugs and organized crime, with banned kind of activities and fraud methods of commercial firms, also from friendly states. Today CIA offers to undertake actions on industrial espionage. CIA has started to study and analyze large economic flows and technical advantages. The struggle with “intellect of enemy” is included to the objects of CIA.

In this strategy the economic prosperity set in dependence on ability American economy to be competitiveness in global market scale. The export in America is made up over 11.5 million employees and one third of economical growth. Trading activity abroad is a foundation stone of national export strategy, which has the purpose of markets' opening, defining and ensuring security behavior for economic agents in implementation export activity, investments and product presentations, technologies, competence American enterprises in the world. These actions are directed to opposition production distribution of competitors by force of setting partnership between private and state sectors in the USA with the purpose to improve competitiveness American companies.

American "hunting" system for international agreements is based on Advocatory Centre, established by Trade Department in 1993. Its function is not to manage sales, but to ensure coming new players by force of grading administrative obstacles in the USA and to render information and operational supporting. Advocatory Centre regulates funds from the state supporting. The regulation is carried out by New-York Advocatory Centre, which unites range of political administrative participants' responsibilities, offering to compel to show all useful information for enterprises in America. Embassies and consulates detailed consider demand and supply signs. However, the effectiveness of such system (Advocatory Centre) raises doubt. The Advocatory Centre from time to time is similar more to machine for American trade advocacy, than for centre strategic investigations of international trade. If there is a lot of specialized information, American reconnaissance services will not be always effective with regard to geo-economics strategy, even it is usually appeared, that interests of American enterprises and workers get loyal estimation in the process of world competition. Anglo-Saxons use the concept of information's dominance for reveal of basis instantly control for electronic and public information sources, which are important for decision systems

(economic, political, and military). This doctrine is supposed that the advantage in volume and quality of knowledge is used in interpretation signals, incoming from getting information. Though the states with strong technical and information securing are also vulnerable, deals are based on open and widespread structure (form) in some sectors (health, trade via Internet).

America developed the system of knowledge economy, which characterizes substantial degree of spreading and operation only at national level. Every firm has their own system, it is only interested on the segment of market, which is directly related to the firm and the information analyze is turned to short-term period. "Intelligent business" is to request information from banks, made up by "information brokers", which conduct research measures, analyze guarantees and lobbies.

2. The information importance for military and economic country security.

The knowledge economy was always strategic point for the state. Today, in case of conflicts and general spread of market economy are revealed break between reconnaissance services and civil society. This a cultural obstacle, consisting in availability information for different groups of people, that partly explain the lag in question of knowledge economy in European countries, while the knowledge economy develops rapidly in USA. European countries don't trust useful information in the purpose of implementation administrative actions. In other words, they are prone to protect information, which allow them to enter the external market.

There are four instruments to analyze information:

1. Business connections are important for providing access to internal and external information, in which economic agents need.

2. Through concentration of efforts for production output, based on getting information, analyze of their content should include diverse information to work out useful information.
3. Coordination of general efforts allows revealing national information base and organizes the country power, which is rested on the knowledge.
4. Security decreases the threat of financial, electricity, transport and communication failures.

Information gets value at that time, when it is consumed, when it is transferred. Information is a component of channel value, because it is formed and covered on the networks. If don't arise the necessity in information with the appearance of knowledge economy, will be implemented the system, which structure it at the level of separate state and territorial entities, make available consistent system of knowledge production, movement and protection information and communication. Ethical requirements disappear to transfer information into knowledge economy. The experts note the following obstacles in the development of knowledge economy:

- the lack of communication and coordination the whole complex of subsystems, which form national intelligence systems;
- isolation of collecting, processing, analyze and using intelligent potential within the country;
- limited kind of sources, shortage of education and attraction of economic agents;
- abstention in mass media;
- low quality of secret information management;
- irregular of knowledge management, cultural, national inheritance;
- low quality of information using and assessment, directly available in short-term period.

The knowledge economy in France gives rise to doubt. It frequent involves in espionage, even when the government makes

information services available for enterprises. Large industrial French groups more and more develop their own tools of knowledge economy. The main agency of knowledge economy was found in the network of Ministry Of Economics and Finance in October in 2004. One of the tasks of this agency is to provide for government and firms current and predictable analyzes in economic, finance, industry and trade spheres. Five purposes, which are fixed for knowledge economy:

- help the government to improve strategic choice in sphere of world economy;
- reveal competitive strategy on basis of interdisciplinary analyze;
- develop effective instruments to report information to enterprises;
- strategic foresight of events, decision of international institutes, states, foreign firms, which can damage the realization of national interests;
- offer effective retaliatory measures.

The Japan is considered as the example in sphere of knowledge economy, because it was the first country, which made aware of information's importance and necessity to organize it as the main component of competitiveness. Japan is the leader in sphere of technologies. In 1968 was defined, that Japan should direct their knowledge to strengthen the base of imperial aspiration. Today integral part of science and technical information are made up approximately 10-15% from total volume of budget, which is spent for carrying out of investigations and development. Engineering development is the first stage of product creating and trade for Japanese. The organization of strategic reconnaissance in Japan is based on three main components: government-enterprise-citizen. Institutionalization of technical reconnaissance organizes so, that all citizens in Japan take part in it. Japanese firms provide themselves by important instrument, placing their representative officers abroad. The commitment of traveling around the world in

searching of innovation, which firms are interested in, is the purpose of many workers. The knowledge economy don't use directly in military sector.

Taking into account dual character of technologies development, the military attachment is always presented at markets. Thus, America could create customs barriers for some components of defense technology, arguing this by necessity some autarchy for army production. This procedure can be transferred to market conditions, even if competition appeared in the issue of procedure ending as well as set approaches of national protection of industrial armament. Thus, it became as a component of civil economy. Since Clinton's presidency the knowledge economy has changed into the instrument of state technical policy, taking into account national security with the purpose of rising competitiveness firms in the struggle with Japanese competitors. This is an implication of American power and protective potential in aggressive external environment.

3. Economic protection "the value of public security".

The knowledge economy is one of the factors for expansion the concept of protection. It is more and more concerned with the question of public security firstly by reason of transferring conflicts into economic sphere. The state and firms have the same interests in this concept. The existence of information wars today is a proving that the control for information is important as well as the advantage of air-force during the war. In the judgment of Security Department information struggle leads to take measures, directing to getting information advantages. In this context, the using of computers in war aims and other information technologies, organizational changes and doctrines about the power of USA ensure the examples and situations, which reduce difference between war data and economy knowledge.

A) Comparison secret data and economy knowledge.

There are difference between information and data. Information is codified for keeping, processing and transferring knowledge. Data is complex knowledge about potential opponent, which are important for authority and military commander. Thus, when we speak about data, we mean its analyze and aim spreading. Essentially, data play an important role in providing state authorities by large quantity of information, which is concerned mainly the control over regions with high level of risk, organized crime, illegal immigration, conflict areas, military technologies, technologies, which are actual today and in the future, the development of international terrorism.

OTAN differs terms of "anti-espionage" and "non-interference". It defines "anti-espionage" as actions, directed to revealing and opposition the fact of espionage and "non-interference" as actions, directed for disclosure neutralization all that is the threat for security (it reminds in the work of services, which are connected with the data). Data on security offer information about nature, opportunities, possibilities, organizational plans or enemy faces, which could take part in espionage, sabotage, subversive activity or terrorism.

Data on security have their feature, it is to take part in prevention of international crises and to evaluate situations, which will be able the cause of military actions. In connection with it there are three types of intelligence data: 1. Strategic data, which contain necessary information for taking decision in national and international interests. They are concerned such spheres as economics, sociology, transport, communications, military forces, politics, science and technologies; 2. Operational data, which are necessary for planning and conducting activity on achievement of strategic purposes. Such data focus on military opportunities, structure if forces, doctrine, battle equipment, uniform and infrastructure; 3. Tactical data, required for implementing actions,

directed for study of the enemy or placing military forces. They ensure information about geographic and atmosphere conditions, density of town population, certain district.

Four main points, which are concerned the economy knowledge:

- The studying of military and technical property, know-how (definition, examination with legal base, rules, standards of industrial and non-material property, the using of ensuring rules and guarantees of industrial security, the studying of information technologies, definition costs on getting information).
- Opportunely revealing threats (foresight risks, the studying of technical espionage (intelligence), perception of real work conditions from reports, taking into account complementary data, possibility revealing of information systems, the opportunity of aggressive coming.
- The coordination of activity (direct of dialogue, common culture of information, the combine of operational and secret information, possibility of mobilization information systems).
- Practices, permitting to make an impact (the studying technologies of information war, the assessment of information, purchasing information systems).

The difference between economy knowledge and data (intelligence data) loses every meaning under close connection between economic and military power. If intelligence data are usually implemented by state authorities, then the economy knowledge is more connected with the competence in community of economic agents. The role of state in sphere of economy knowledge can't carry out firms. The state allows:

- Include data about technical, politic and diplomatic nature into process, taking decisions at the state level. The state will have to fulfill their state mission, to work as a keeper of economic heritage and to make for technical development.

- Raise their strategic role, supposing the work out of economic security doctrine.
- Develop relations between organizations and enterprises with a purpose of working-out global strategy.
- Guarantee security to population (to struggle with terrorism and criminal cases in economic sphere).

The concept of dominant strategy is based on the state possibility to prevent from rival states in the review question about behavior rules, which accepted round the world. The US government offers the strategy of "cognitive dominance" (Table №1).

Table 1 - The forms of strategies "cognitive dominance"

| | Dominance, based on legal data and competition | Dominance of grey and secret data |
|------------------------|--|---|
| Doctrine 3-13JCS (USA) | Property and control for global infrastructure of information allow to prevent from illegal flows of information | Spreading misinformation, destruction the structure the information of rivals |
| Cognitive abilities | Improved coordination and ability unorganized mobilization of competences, common and individual cognition abilities | Ban or stagnation of rival competences (discrediting) |
| Belief | The open management of participants | Psychological methods direct to hiding real situation or giving wittingly false information |
| Rent of knowledge | Instruments on stimulation and remuneration of intellectual capital and knowledge management | Restriction mobility of competences through suppression know-how |
| Protection | Prevalence of processing information system in real time allow to correct strategy of influence spreading | Misinformation and manipulation system of outside processing data; production of strained data; manipulation basic models |

The aim of many firms is to attack through the Internet. Misinformation is one of the types of crime. Misinformed companies have three purposes: deterioration of psychological

possibilities, which bring to inactivity, deterioration of reputation and decreasing of financial supporting.

B) The term of technical intelligence espionage

It is difficult to see the difference between national intelligence and economy. Intelligence is only one of the three components of EK with measures ensuring security information and with influencing actions. Obviously, it means about EK more at the state level and at the level of strategic intelligence on the firms. Strategic intelligence is the process of collecting information, which reveals the weak signals in the environment with the aim uncovering opportunism or decrease uncertainty. It is about information activation, which is available for competitiveness of national firms. So, this is not information accumulation, but consequence creating knowledge for economic and geopolitical purposes. "Intelligence" means gaining information (revealing and access to resources), transmitting and saving information and EK (synthesis of useful information). It corresponds with passive approach collecting information. There are four types of intelligence, which correspond to different spheres of monitoring:

- Technical intelligence includes fundamental investigations, science and technical knowledge, arising in case of investigations, goods or services, drafts, production processes, licenses and standards, information systems, giving services, which create the image of organization. It represents itself the complex of technologies, which organize the image of organization, systematization of gathering, analyze, spreading, using technically effective information for economical growth of the enterprise. It brings to light current and potential innovations, particularly in industrial sector, especially, in military.
- Marketing intelligence is concerned with clients, suppliers, second-hand dealers, buyers, distributors and finding new markets.

- The intelligence of competitors studies them, their production list, the system of distribution, costs analyze, organization and culture competitors, assessment of main portfolio management different types of activities of the firm. It allows getting information know-how competitors, their method of selling and policy of communication.

- Strategic and social intelligence is interested in regulation, financial, tax questions of the process, economic, political, social environment and human resources. It gives possibility to understand basic tendencies in long-term period or external – in short-term.

D.Ruax revealed different kind of “speculators”, who can be interpreted as speculators in military sphere, being in constant effort to react in time on hunter, who knows, what he wants to get by their actions.

So, it puts a question justice – legality in practice of intellectual structure, which it is appeared through classification different types of actions as normal actions, actions with permissible violence, informal actions (illegal, but acceptable) and criminal actions. EK sets the problem of education, search and development, production knowledge with high value added and juridical protection. EK also emphasizes the necessity in organization, which would be included into certain relations with the government to built special institute for firms and state interest’s protection.

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