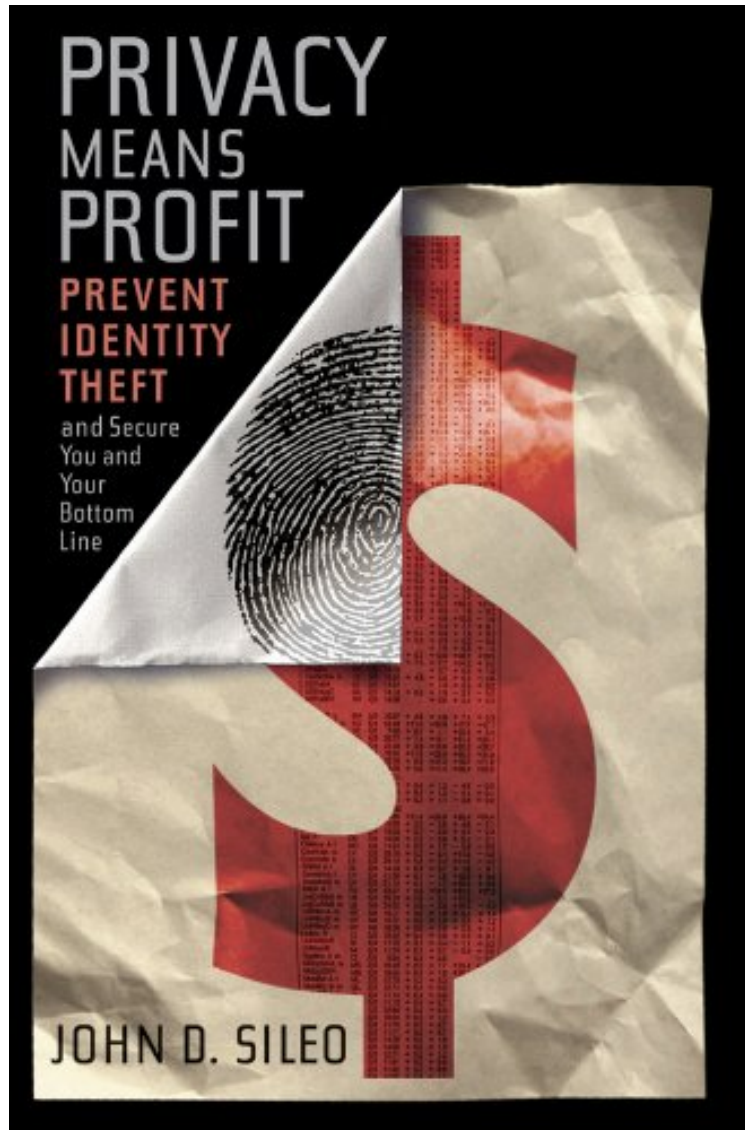


(Library ebook) Privacy Means Profit: Prevent Identity Theft and Secure You and Your Bottom Line

Privacy Means Profit: Prevent Identity Theft and Secure You and Your Bottom Line

John Sileo

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John Sileo : Privacy Means Profit: Prevent Identity Theft and Secure You and Your Bottom Line before purchasing it in order to gauge whether or not it would be worth my time, and all praised Privacy Means Profit: Prevent Identity Theft and Secure You and Your Bottom Line:

1 of 1 people found the following review helpful. Worth buying By Kindle Customer I originally saw the author of this book on the news, talking about simple things you can do to protect your Identity. And although I am pretty diligent about not leaving personal information and credit cards where anyone can get a hold of them, there is still a lot more I

can do. This book has showed me more ways to protect my personal information at home, on my computer and when I'm out and about. I was a little skeptical at first because so many of these books are filled with filler and not much substance, but this is a good buy for anyone concerned about their personal information getting into the wrong hands. 1 of 1 people found the following review helpful. I highly recommend this book. By Connie BI have just started reading this book and have only read the first chapter. What made me buy the book was I saw him on a talk show recently and he was covering a bit of his back story as to why he wrote the book. His identity was stolen twice and was almost put in jail because of someone else's deeds using his identity. He also talked about things you can do to protect yourself. I thought I was being pretty careful but after listening to him I realized I could do a lot more. This is an easy read and full of eye-opening information. It's a scary world anymore and not doing anything to protect yourself makes you an easy target. 0 of 0 people found the following review helpful. Five Stars. By Stephanie outstanding.

Bulletproof your organization against data breach, identity theft, and corporate espionage In this updated and revised edition of *Privacy Means Profit*, John Sileo demonstrates how to keep data theft from destroying your bottom line, both personally and professionally. In addition to sharing his gripping tale of losing \$300,000 and his business to data breach, John writes about the risks posed by social media, travel theft, workplace identity theft, and how to keep it from happening to you and your business. By interlacing his personal experience with cutting-edge research and unforgettable stories, John not only inspires change inside of your organization, but outlines a simple framework with which to build a Culture of Privacy. This book is a must-read for any individual with a Social Security Number and any business leader who doesn't want the negative publicity, customer flight, legal battles and stock depreciation resulting from data breach. Protect your net worth and bottom line using the 7 Mindsets of a Spy: Accumulate Layers of Privacy, Eliminate the Source, Destroy Data, Risk Lock Your Assets, Evaluate the Offer, Interrogate the Enemy, Monitor the Signs. In this revised edition, John includes an 8th Mindset, Adaptation, which serves as an additional bridge between personal protection and bulletproofing your organization. *Privacy Means Profit* offers a one-stop guide to protecting what's most important and most at risk—your essential business and personal data.

From the Inside Flap: Bulletproof your organization against data breach, identity theft, and corporate espionage Every business is one data breach away from becoming the media's next poster-child for poor data protection habits. If your business is responsible for exposing private information—whether customer identity, company financials, employee records, or intellectual capital—the consequences can be devastating. Smart businesses think defensively when it comes to privacy. Wise executives proactively protect their corporation's proprietary information, whether it's physical, digital, or human. And they do so effectively by training individual executives and employees on how to protect their own information because all privacy, at its core, is personal. *Privacy Means Profit* is a must-read for any individual with a Social Security Number and any business leader who doesn't want the negative publicity, customer flight, legal battles, and stock depreciation resulting from data breach. John Sileo knows firsthand what can happen when privacy is breached. His identity was stolen from his corporation and used to commit a series of crimes, including \$300,000 worth of digital embezzlement from his very own customers. John and his business were held legally and financially responsible for the felonies committed and John faced the prospect of going to prison for crimes he did not commit. Now he speaks around the world, sharing the lessons he learned on how to bulletproof your personal identity and build a stronger, more powerful defense against corporate data theft. Filled with current, real-world examples and cutting-edge strategies and applications, *Privacy Means Profit* will help you to: Clearly understand the underlying root causes of corporate data breach More effectively train the members of your organization, based on the simple but fundamental principle that all privacy is personal Motivate the members of your organization to protect valuable company information Implement techniques to fight the three enemies of privacy that weaken the organization at every level: apathy, ignorance, and inaction Internalize the consequences of inaction using illustrative real-life stories From protecting your personal identity to establishing a privacy-conscious staff inside of your organization, John Sileo gives you a complete, workable approach to remaining vigilant in your struggle for true information security. With hard-won techniques, compelling motivational insight, and concrete tools you can put to use immediately, *Privacy Means Profit* maps out an essential strategy for business privacy success. **From the Back Cover: Praise for *Privacy Means Profit*** "You would be an idiot to hand out the keys to your house or your business and to give away your credit cards and passwords and then hope for the best. Not following John Sileo's advice and protecting your privacy is just that: hoping for the best. This book is the answer to giving yourself peace of mind." —Larry Winget, five-time New York Times and Wall Street Journal bestselling author and TV personality "Whether you are leading a large organization or your family, *Privacy Means Profit* is a sobering, practical, and readable guide for preventing information theft and regaining peace of mind." —Patrick Lencioni, President, The Table Group; author, *The Five Dysfunctions of a Team* and *Getting Naked* John Sileo's identity was stolen from his small business and used to embezzle hundreds of thousands of dollars from his clients. The data breach ultimately destroyed John's business and consumed two years of his life as he fought to stay out of jail. Then he chose to fight back and speak out. Emerging from this crisis, John became America's leading

professional speaker on information survival, including identity theft prevention, data security, and safe social networking. His satisfied clients include the Department of Defense, the Federal Trade Commission, the FDIC, Blue Cross Blue Shield, Pfizer, the Federal Reserve Bank, Lincoln Financial Group, and hundreds of corporations, organizations, and associations around the world. About the Author JOHN D. SILEO is President of The Sileo Group, which inspires organizations to proactively adapt to, take control of, and thrive in the ever-changing world of information exposure. His group offers keynote speaking, executive coaching, and privacy strategy. John's clients include the Department of Defense, FTC, FDIC, BlueCross BlueShield, Pfizer, the Federal Reserve Bank, Kimberly-Clark, Lincoln Financial Group, AARP, Prudential, Liberty Mutual, and financial institutions, universities and associations of all sizes. John's recent media appearances include 60 Minutes (International), Money Matters Today, NBC, ABC, and Fox.