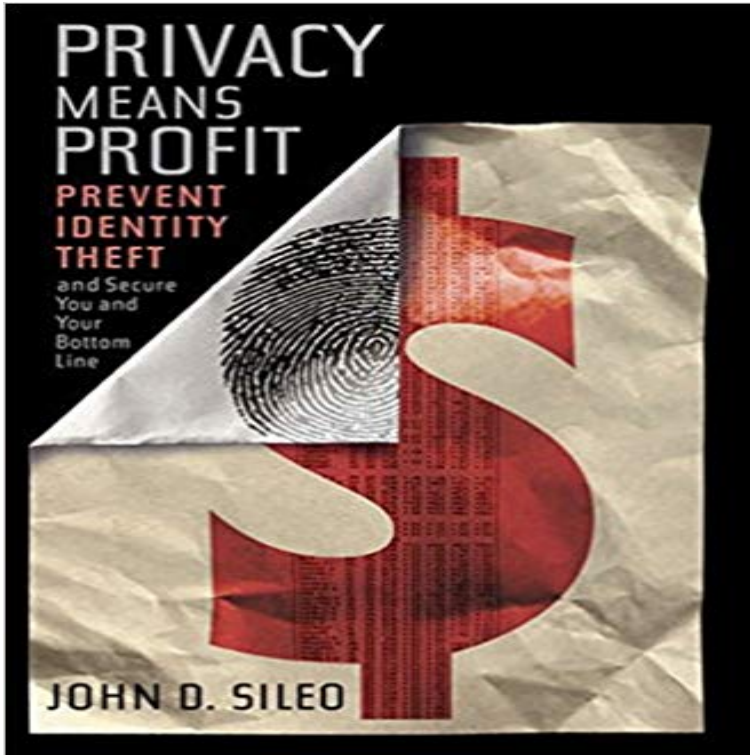


Privacy Means Profit: Prevent Identity Theft and Secure You and Your Bottom Line



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.

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