



## Secrets: Managing Information Assets in the Age of Cyberespionage

Information is the business asset of the twenty-first century, so our impulse may be to guard it. Yet in a flat global economy, we have to share it – not just with employees but also partners, vendors, customers and consultants.

Here's the risk: secrets falling into the wrong hands can destroy a project, or even bring down a company. And the same technology that enables seamless communication also makes data theft easy, cheap and hard to detect. So what can managers and business owners do to protect and exploit their competitive advantage, maintain productive relationships, and avoid lawsuits?

In "[Secrets](#)" you will find the answers, discovering how to:

- Identify and reduce your risk of information loss
- Deal with employees leaving to join or start a competitor
- Manage your data on the Internet and in the cloud
- Build an information protection program with best practices
- Respond when you find a breach of confidentiality

In this excerpt from chapter 5, Pooley focuses on managing your information assets, specifically looking at how to keep them safe, stay out of trouble, and maximize their utility in your business.

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