

Contents

Chapter 1	The Time I Ruined Easter	1
	Lessons Learned the Hard Way	8
	Additional Lessons for You	12
	Who Was at Fault?	14
	Remember This Crucial Element	15
	Why Me?	16
	Why You?	17
	W.I.S.D.O.M.	19
Chapter 2	Mr./Ms. Cellophane	23
	The New Kid on the Block	26
	W.I.S.D.O.M. for the Board and CEO	38
	Making Mr./Ms. Cellophane Visible	41
Chapter 3	“Good Morning, This Is Your Wakeup Call.”	47
	The Best Defense	54
	W.I.S.D.O.M. for the Employee	59
Chapter 4	Stop the Line	69
	The Internet of Terrorism	74
	W.I.S.D.O.M. for the Product Developer	80

Chapter 5	Bridging the Gap	87
	When Too Much of a Good Thing Is Bad	90
	It Wasn't Always This Way	92
	W.I.S.D.O.M. for HR Professionals	96
Chapter 6	Luck Favors the Prepared	109
	BREACH!	112
	Preparing for Battle	115
	W.I.S.D.O.M. for the Marketer/Communicator	119
Chapter 7	Interesting Bedfellows	127
	The More Things Change...	132
	...the More They Stay the Same	137
	W.I.S.D.O.M. for the Finance Professional	142
Chapter 8	Mr./Ms. Cellophane (Reprise)	147
	A Picture Is Worth a Thousand Words	149
	Letting Go to Hold On	153
	Assuming the Mantle	156
	W.I.S.D.O.M. for the Cybersecurity Professional	158
Chapter 9	Experiencing a Culture of Security	169
Chapter 10	A Culture of Security for All	187
	W.I.S.D.O.M. for the CEO/Board Member	191
	W.I.S.D.O.M. for the Employee	191
	W.I.S.D.O.M. for the Product Developer	192
	W.I.S.D.O.M. for the HR Professional	192
	W.I.S.D.O.M. for the Marketer/Communicator	193

W.I.S.D.O.M. for the Finance Professional	194
W.I.S.D.O.M. for the Cybersecurity Professional	198

<i>Acknowledgments</i>	201
<i>About the Author</i>	203
<i>Index</i>	205