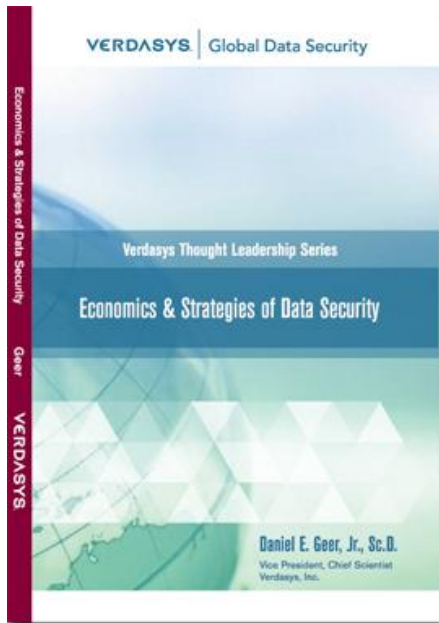


VERDASYS.

"Economics and Strategies of Data Security", by Dr. Dan Geer, Jr., Sc.D.



This book explores the dramatic shift from infrastructure protection to information protection, explaining why data security is critical to business today. It describes how implementing successful data security solutions across sophisticated global organizations requires a new data-centric, risk based and strategic approach, and defines the concepts and economics of a sound data security strategy.

"The winners in this game will be those with the most data in motion while the losers will be those with too much data in motion. The line between the 'most' and 'too much' is a fine line, and that line is drawn by security technology," said Dan Geer, VP and Chief Scientist at Verdasys. "This book is my attempt to lay out my, and our, best thinking on data security in a way that makes the risk management tradeoffs clear for the reader. It also defines the security technology framework required to determine the difference between most and too much."

Designed to assist managers in understanding the risks and costs associated with data loss, the ideas expressed in this volume are ones discussed and refined in conversations with hundreds of CISO's, CIO's, CEO's and business leaders. The goals of the book are to encourage discussion around the economics of data security, define intelligent data-centric strategies and develop a forward looking approach that will address data security needs both today and tomorrow.