



Privacy Tweet Book01: Addressing Privacy Concerns in the Day of Social Media (Thinkaha Book)

Lori Ruff

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Concerns about privacy are not new. Since time immemorial, we humans have valued and guarded our privacy, often jealously or violently. It is therefore no surprise that privacy online is of such great concern in our connected world. Today, when we conduct so much of our life online--bank transactions, credit card payments, transmission of personal messages and images to friends and family--it is completely understandable that we should be concerned about the privacy of our communication and information.

Privacy concerns in the virtual world are often compounded by lack of information and awareness. Not all of us are completely clear on how we should guard our privacy on the Internet. Especially in the corporate world, privacy becomes a huge concern, since it is not only the individual employee who can be at risk, but co-workers and the corporate entity too. Can privacy be guaranteed? How can you raise employee awareness on privacy issues? These are just a few of the questions that *Lori Ruff* is so well-qualified to address.

In *#PRIVACY tweet Book01*, Lori tells you--in the succinct and ever-popular tweet format--what exactly privacy on the Internet means to your organization. To cite just one example, she addresses the need for privacy issues to be part of a hiring firm's requirements and why they must be in line with customer relations. You don't have to be an Internet guru to perceive and benefit from her experience and wisdom. Using Lori's book you can secure your privacy at the individual, group and corporate levels without paranoia. Read *PrivacyTweet* to clear the fear, so that you approach the Internet with caution, yet confidence.

'*#PRIVACY tweet Book01*' is part of the THINKaha series whose 100-page books contain 140 well-thought-out quotes (tweets/ahas).

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