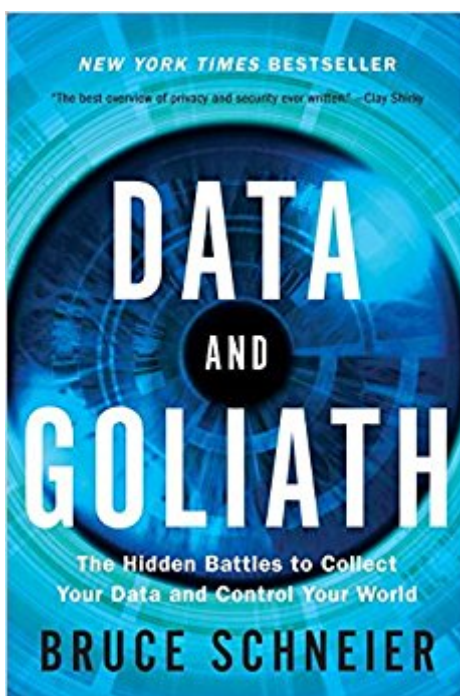


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# Data And Goliath: The Hidden Battles To Collect Your Data And Control Your World



## Synopsis

“Bruce Schneier’s amazing book is the best overview of privacy and security ever written. Clay Shirky Your cell phone provider tracks your location and knows who’s with you. Your online and in-store purchasing patterns are recorded, and reveal if you’re unemployed, sick, or pregnant. Your e-mails and texts expose your intimate and casual friends. Google knows what you’re thinking because it saves your private searches. Facebook can determine your sexual orientation without you ever mentioning it. The powers that surveil us do more than simply store this information. Corporations use surveillance to manipulate not only the news articles and advertisements we each see, but also the prices we’re offered. Governments use surveillance to discriminate, censor, chill free speech, and put people in danger worldwide. And both sides share this information with each other or, even worse, lose it to cybercriminals in huge data breaches. Much of this is voluntary: we cooperate with corporate surveillance because it promises us convenience, and we submit to government surveillance because it promises us protection. The result is a mass surveillance society of our own making. But have we given up more than we’ve gained? In *Data and Goliath*, security expert Bruce Schneier offers another path, one that values both security and privacy. He brings his bestseller up-to-date with a new preface covering the latest developments, and then shows us exactly what we can do to reform government surveillance programs, shake up surveillance-based business models, and protect our individual privacy. You’ll never look at your phone, your computer, your credit cards, or even your car in the same way again.

## Book Information

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## Customer Reviews

“When it comes to what government and business are doing together and separately with personal data scooped up from the ether, Mr. Schneier is as knowledgeable as it gets. Mr. Schneier’s use of concrete examples of bad behavior with data will make even skeptics queasy and potentially push the already paranoid over the edge. - Jonathan A. Knee, New York Times

“Lucid and compelling. - Emily Parker, Washington Post

“A pithy, pointed, and highly readable explanation of what we know in the wake of the Snowden revelations, with practical steps that ordinary people can take if they want to do something about the threats to privacy and liberty posed not only by the government but by the Big Data industry. - Neal Stephenson, author of Reamde

“Lucid and fast-paced. Schneier describes with dismay the erosion of privacy, then lays out a strategy for turning the tide. - Hiawatha Bray, Boston Globe

“[T]hought-provoking, absorbing, and comprehensive. - Gil Press, Forbes

“The public conversation about surveillance in the digital age would be a good deal more intelligent if we all read Bruce Schneier first. - Malcolm Gladwell

“A hugely insightful and important book about how big data and its cousin, mass surveillance, affect our lives, and what to do about it. . . Vivid, accessible, and compelling. - Jack Goldsmith, former head of the Office of Legal Counsel of the Department of Justice under George W. Bush

“This important book does more than detail the threat; it tells the average low-tech citizen what steps he or she can take to limit surveillance and thus fight those who are seeking to strip privacy from all of us. - Seymour M. Hersh, Pulitzer Prize-winning journalist

“Schneier exposes the many and surprising ways governments and corporations monitor all of us, providing a must-read User’s Guide to Life in the Data Age. His recommendations for change should be part of a much-needed public debate. - Richard A. Clarke, former chief counterterrorism adviser on the National Security Council under Presidents Bill Clinton and George W. Bush, and author of Cyber War

“As it becomes increasingly clear that surveillance has surpassed anything that Orwell imagined, we need a guide to how and why we’re being snooped and what we can do about it. Bruce Schneier is that guide. - Steven Levy, editor-in-chief of Backchannel and author of Crypto and Hackers

“A judicious and incisive analysis of one of the most pressing new issues of our time, written by a true expert. - Steven Pinker, Johnstone Professor of Psychology, Harvard University, and author of The Better Angels of Our Nature

“Lucid, sophisticated. . . . Finely constructed, free

of cant, and practical in its conclusions. — Jacob Silverman, Los Angeles

Times — “Paints a picture of the big-data revolution that is dark, but compelling; one in which the conveniences of our digitized world have devalued privacy.” — Charles Seife,

Nature — “Anyone interested in security, liberty, privacy, and justice in this cyber age must read this book.” — Joseph S. Nye Jr., Harvard University Distinguished Service Professor and

author of *The Future of Power* — “The indispensable guide to understanding the most important current threat to freedom in democratic market societies.” — Yochai Benkler,

Berkman Professor of Entrepreneurial Legal Studies at Harvard Law School and author of *The Wealth of Networks*

Bruce Schneier is "one of the world's foremost security experts" (*Wired*) and the best-selling author of thirteen books. He speaks and writes regularly for major media venues, and his newsletter and blog reach more than 250,000 people worldwide. He is a Fellow at the Berkman Center for Internet and Society at Harvard Law School and the CTO of Resilient Systems, Inc.

While this book is clearly intended for the lay audience - it fills a badly needed niche - a clear and concise review of the present state of the public/private data collection practices where we're all participants, willing or otherwise. I recognize that Bruce Schneier has gone to great lengths to make this accessible - yet, I wish that he had footnoted the most important facts. He has an appendix to each chapter that serves most of the needs of the average reader (if they venture into the appendices) - but, the lack of direct footnotes (or, endnotes) would provide the curious and the disbelieving with instant sources to check. I hope that a second edition remedies the problem. (Rachael Maddow's *Drift* lacked any and all sources in the hardbound copy and had them in the paperback - time constraints, no doubt.) I have two copies - one in hardback and one in Kindle format. It's nice to know that the technology to track my progress reading the bound copy is still in development.

Excellent writing. I wish there were a little more citing of sources, however I understand why in many instances it would be hard. A lot of the book is speculative, and Schneier is very up-front about that. What is absolutely clear is that the average social media user, online shopper, and typical modern human being is for sale. More specifically our information, but by proxy what we like and who we are. I'd love to see HUGE leaps in legislation and enormous financial consequences for those who violate, but some of the problems come from law enforcement and national security that would

prefer to leave us vulnerable so that they maintain access. In short, read the book.

It is rare to come across a book that inspects a problem from so many angles so completely and offers such detailed, prescriptive, and comprehensible solutions. This is one such book. Bruce provides detailed analysis on the emerging risks to privacy, the myth of security-privacy trade off, the self-serving commercial and political agendas, and what governments, corporations, and individuals can do to make it a better, safer, and more private world for all of us. He emphasizes the distinction between espionage and mass surveillance as well as highlights why the latter is not needed to achieve former. The book is eye opening and also a call to action. Anyone and everyone, and this will include all of us, who has even the slightest interaction with technology in form of cell phone or computer or credit card etc will do well to read and apply lessons from this book.

The American people owe Bruce Schneier a debt of gratitude for having the courage to write this book! Freedom of the press is still alive and well in the United States.

I couldn't even get through the introduction without grabbing my phone and turning it off! This is a fast paced, scary book to read! He goes into great detail, specifics, and situations we are all familiar with outlining, in a chilling way, how we have all been seduced into doing what we would have never thought we would do - VOLUNTEER - no... PAY to be under constant surveillance so that, by our complicit agreement, the entire world has changed and privacy is a concept of the past. I tell you, no better horror story has been written than this. Run, don't walk, to buy this book...

Scary book, shows how much we have surrendered in our race to enjoy sometime liberating technology. Must read, then take action.

Enjoyed the book and I'm also a big fan of Schneier. He gives a full picture touching on technology and social, corporations and government, and what he thinks should be the line for data collections and surveillance.

This is a real eye opener. In this day and time, there is not such thing as privacy. Each one of us has hundreds of thousands of pieces of information about our everyday lives, what do, where we shop, what we buy. If someone wants to to something about a person, the info is out there. If you are concerned about privacy and the powers that be, you HAVE to read this book. I would have given it

6 stars but the rating only goes to 5.

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