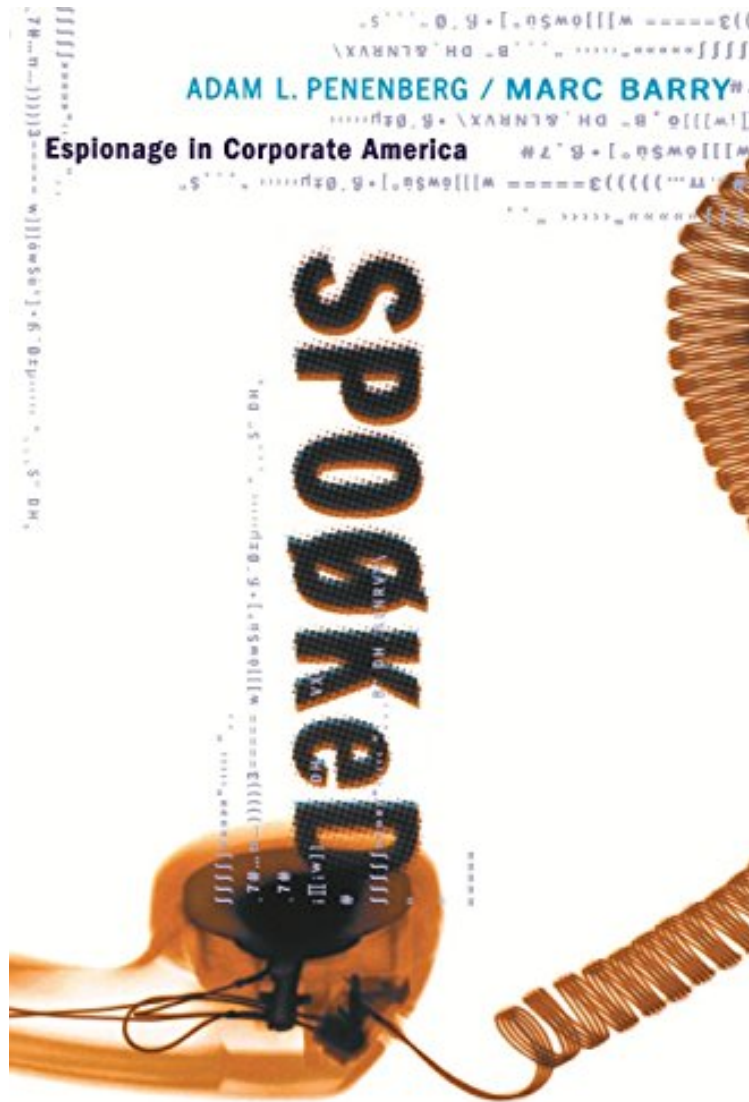


(Download pdf) Spooked: Espionage In Corporate America

## Spooked: Espionage In Corporate America

Adam Penenberg, Marc Barry

audiobook | \*ebooks | Download PDF | ePub | DOC



[Download](#)

[Read Online](#)

#1836209 in eBooks 2008-01-07 2008-01-07File Name: B009W6VAI4 | File size: 43.Mb

**Adam Penenberg, Marc Barry : Spooked: Espionage In Corporate America** before purchasing it in order to gage whether or not it would be worth my time, and all praised Spooked: Espionage In Corporate America:

15 of 16 people found the following review helpful. Has some utility, but not a significant workBy J. G. HeiserI don't know why this short text is in hardcover, and as mentioned in the other reviews, it is more than a bit disjointed, and suffers from some flaws in research.On the positive side, Chapters 4 5 are a useful description of social engineering, that can help the reader better understand how vulnerable an organization is to simple information gathering techniques. It is difficult to find material on the subject of 'Information Brokers', so this book provides a useful source

on that subject, although no specific topic is covered in depth. I found Fialka's book, "War By Other Means," a more informative and interesting read. Fialka's book doesn't discuss the Avery case which comprises the greater part of "Spooked," so the books are somewhat complementary if you are looking for additional examples of industrial espionage. "Spooked" is a quick read, and outside of some structural weaknesses in its organization, it is an enjoyable enough text. It is more of a 'popular' approach to this subject, aimed at the casual reader who is more interested in titillation than in substance. 9 of 11 people found the following review helpful. Almost Total Waste of Time and Money By Scott Steves In spite of the promises on the back cover, flyleaf, and publisher, this book consists of nothing more than the story of one corporate espionage case, and a decidedly low-tech one at that. Sprinkled between chapters filled with excruciatingly repetitive and frankly boring details of the Avery espionage case, are several mildly interesting profiles of so-called corporate spooks, whose techniques range from "oh, I can do all kinds of stuff, but it's so secret I can't tell you" to "I go to trade shows and ask people questions" Reading the book, one gets the impression that the author may indeed have heard all kinds of cool stuff during his research, but none of it found its way into the pages of this book. This would've made a killer magazine article, but the book's just not there. 1 of 2 people found the following review helpful. Not a complete compendium but has reference uses By Garth O. Bruen By focusing on a single case (Avery Dennison/Four Pillars) the author then attempts to spiral out to other examples, many surface-only stories and "anonymous" source tales. There are many opinions and tactics in this field so reading one book will never be enough. One useful takeaway from this book is exactly what the focus of the main case is: glue. Not microchips, not missile systems, but glue. Interesting in the area of industrial espionage is what ends up being a target may surprise most people. Most people have no clue what "complex fluids", how deeply their lives are impacted by them daily, or how much money is spent developing them. Use this book as a case study or companion to other works but not as a main source of information about this field. Interesting but certainly not a training manual.

Imagine your main business competitor building a satellite-equipped "war room" to secretly monitor your new ventures. Imagine your classified product prototype mysteriously landing on the market under the brand name belonging to your archrival. Impossible? This isn't a story line from the latest spy thriller, it's modern-day corporate America. Spooked thrusts readers into a clandestine world where business means war and information is worth stealing. Through narrative accounts of corporate spies within companies such as IBM, Microsoft, and Motorola, Spooked dramatically brings to life one of America's fastest-growing industries: Corporate Intelligence. In this page-burning expose acute; Adam Penenberg and Marc Barry uncover and describe in thrilling detail the alarming regularity of espionage in industry. They offer an unsettling portrait of America's publicly traded companies, and unravel the truth and hypocrisy behind the multi-billion dollar corporate intelligence industry.

From Publishers Weekly Paranoia levels will shoot through the ceiling among those who read this riveting report on the growing number of companies that spy on their competition in the U.S. Penenberg, an investigative journalist for Forbes, and Barry, founder of a corporate intelligence agency, argue that, in an environment of blistering competition, the edge belongs to the company with the best information on its rivals. In-house spy units, Penenberg and Barry claim, are cloaked behind doors with division titles like external development, market research and strategic marketing and, therefore, can't be accurately counted. Nevertheless, they contend, a clear indicator of growth in the new corporate-spy industry is the emergence of the Society of Competitive Intelligence Professionals, which sets ethical guidelines and standards of conduct for the industry and reportedly has 7,000 members. In the tradition of John le Carr, the industry has already developed its own colorful lingo for its various types of snoops, ranging from "the librarian" who only searches publicly available sources of information to the "trade-show cowboy," who assumes a false identity to skulk around conventions. Penenberg and Barry report hair-raising tales of corporate skulduggery in loving detail, including how companies like Motorola and Avery Dennison have reaped huge benefits from their corporate-intelligence investments. Agent, Lisa Swain. (Dec. 18) Forecast: With publication coming on the heels of the recent break-in at Microsoft, and a New York Times Magazine excerpt scheduled for December 3, Penenberg and Barry's deeply intriguing book is bound to get a lot of play and should wind up as one of the season's must-have reads. Marketing to both the business set and fans of cloak-and-dagger will enhance sales. Copyright 2000 Reed Business Information, Inc. From Booklist Penenberg is a writer for Forbes magazine, and Barry is a founder of a New York corporate intelligence agency. Their book centers on the first case ever brought to trial under the Economic Espionage Act of 1996, involving glue and label makers Avery Dennison, based in California, and Four Pillars Enterprises of Taiwan. An Avery scientist was caught viewing a restricted document, resulting in a joint Avery Dennison-FBI sting operation. This escalated into a number of espionage charges, with allegations of perjury and prevarication, entrapment, evidence and jury tampering, kidnapping, and misuse of the federal penal code. Liz Lightfoot, a research analyst at Teltech, an information resource company in Minneapolis, tells how she was able to obtain a wealth of data with just a phone, a computer, and a modem. Hacker Marc Maiffret explains how he was once paid \$1,000 to steal U.S. military software by a Kashmiri terrorist. Maiffret specializes in tearing apart Microsoft software for security holes. Corporate spies are everywhere, the authors warn us, and corporate espionage is one of America's fastest

growing industries. George Cohen Copyright copy; American Library Association. All rights reserved About the Author Adam L. Penenberg is a well-known investigative journalist. He currently writes for Time and Fortune, and has been on staff at Forbes Magazine and Forbes.com. His work has also appeared in the New York Times, Wired, and Playboy. He lives in New York City. Marc Barry, a national expert on intellectual property, is founder of C3I Analytics, a corporate intelligence firm in New York City. His clients are Fortune 400 companies.