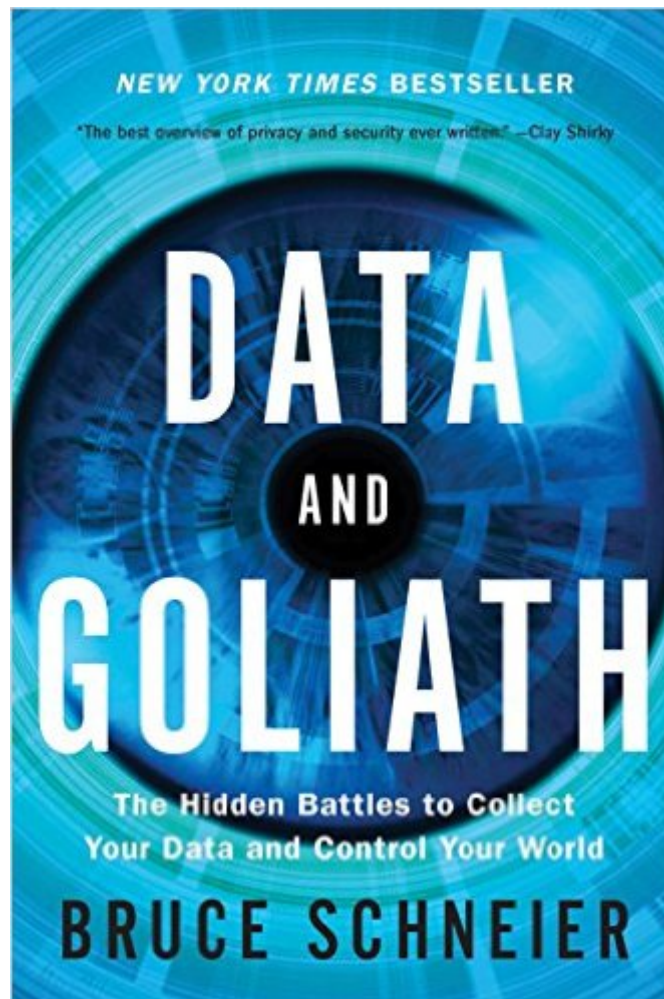# Data And Goliath: The Hidden Battles To Collect Your Data And Control Your World

Synopsis

â œBruce Schneierâ ™s amazing book is the best overview of privacy and security ever written.â •â ”Clay Shirkyâ œBruce Schneierâ ™s amazing book is the best overview of privacy and security ever written.â •â ”Clay ShirkyYour cell phone provider tracks your location and knows whoâ ™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 youâ ™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 weâ ™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 weâ ™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

Data brings power as well as frailty to humans. Data could give security strength to government but it snatches away individual freedom. What is the meaning of life in the modern age of surveillance? What kinds of checks and balances are required in terms of personal data collection, corporate data surveillance and ubiquitous mass surveillance by governments? These are the central questions addressed by the security Guru Bruce Schneier in his latest book "Data and Goliath."In a very straight forward and convincing style, Schneier presents the causes and consequences of big data and surveillance in our day to day lives. With the help of a number of annotations and references, Schneier explains the hidden secrets of surveillance and data exploitation by different players and the plight of our freedom and privacy in this context.When Schneier is critical of unjustified data collection and surveillance, he is not against the technology itself. He advocates that the fundamental human rights should be respected in any society. He pleads that privacy is the cornerstone of such rights. In this book, Schneier beautifully explains how privacy is an essential human need and being stripped off privacy is dehumanizing - be it a handiwork of government or an automated computer algorithm set up by corporate gainers or others. He establishes that the biggest cost of surveillance is our liberty that should be understood by everyone.Schneier offers thoughtful recommendations and suggestions to deal with personal data and surveillance.

Bruce Schneier's book is a fantastic achievement-- extremely well written, structured, logically organized, and truly comprehensive in dealing with its timely subject matter-- how governments and corporations are increasingly monitoring citizens and appropriating our data to control and influence us. Schneier thoughtfully unpacks a diverse range of issues and challenges -- both technical, legal, political, social, etc. As someone who knows a bit about this space, I can sincerely say that I learned plenty from reading this book.And yet, despite this broad coverage, the narrative is both practical and nimble, and accessible to a range of readers, from experts to your average consumer or citizen concerned about their privacy. Indeed, despite the complexity of what is at stake-- data surveillance-- the book never gets mired in any one issue or stuck in some technical, legal, or

policy-oriented thicket. Schneier displays an uncanny economy of language in treating his subject--
he says what needs to be said, no more or less.Most importantly, Schneier offers concrete solutions
and recommendations for dealing with the challenges and threats of corporate and government data
surveillance, including a great final chapter with suggestions for "the rest of us", as in, We, the
People. At the same time, Schneier's evenhanded approach to the issues he tackles, often leads
him to raise counter-arguments to the points he raises. This adds to the persuasiveness to his
overall argument, but he also raises some disturbing realities-- like the relativity of what we feel is
"creepy" or inappropriate kinds of government/corporate surveillance and related behavior.

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