

Selling Information Security to the Board: A Primer (Paperback)

Filesize: 7.6 MB

Reviews

Basically no phrases to describe. I was able to comprehended everything out of this published e ebook. You can expect to like the way the author compose this ebook. (Mrs. Novella Will)

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SELLING INFORMATION SECURITY TO THE BOARD: A PRIMER (PAPERBACK)



IT Governance Publishing, United Kingdom, 2016. Paperback. Condition: New. 2nd ed.. Language: English . Brand New Book ***** Print on Demand *****. Information technology plays a fundamental role in the operations of any modern business. While the confidentiality and integrity of your organisation s information have to be protected, a business still needs to have this information readily available in order to be able to function from day to day. If you are an information security practitioner, you need to be able to sell complex and often technical solutions to boards and management teams. Persuading the board to invest in information security measures requires sales skills. As an information security professional, you are a scientific and technical specialist; and yet you need to get your message across to people whose primary interests lie elsewhere, in turnover and overall performance. In other words, you need to develop sales and marketing skills. This pocket guide will help you with the essential sales skills that persuade company directors to commit money and resources to your information security initiatives. How this book can help information security professionals: Understand basic sales techniques Find out what to do to capture the attention of management and win them over Understand how to present yourself Present yourself so that management takes you seriously, and ensure your proposal receives a proper hearing. Find out how to earn management s trust This guide shows you how to persuade management that you are the kind of information security professional who is interested in supporting, rather than impeding, business success. Learn how to craft a successful proposal This guide offers you invaluable tips on how to write a proposal that will communicate your ideas effectively to senior executives. Improve your powers of persuasion with the board . Buy this pocket guide today! About...

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