

PM WORLD BOOK REVIEW



Book Title: ***Digital Resilience –Is Your Company Ready for the Next Cyber Threat?***

Author: **Ray A Rothrock**

Publisher: AMACOM

List Price: US\$29.95 Format: Hardcover, 256 pages

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Reviewer: **Jennifer Arroyo, PMP**

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Introduction

The new reality of cyber security is that cyberattacks are an imminent threat to all digital networks. How serious is the threat? We learn about all manner of cyberattacks daily from the news, from work, and from social media. On May 23, 2018 CNBC News reported – “Cisco’s Talos cyber intelligence unit said it has high confidence that the Russian government is behind the campaign, ... The hacking software shares code with malware used in previous cyberattacks that the U.S. government has attributed to Moscow.”

Rothrock began the book by telling the story of 2013 attack against Target. 70 million customers became victims. Next came Equifax in 2017. Twice as many victims, 145.5 million Americans, were affected. The author provided insights gained from the attacks and utilized extensive cyber security related information to create frame works and action plans to enhance business’s resilience against cyberattacks.

Overview of Book’s Structure

The detailed key features delivered by this book in each chapter include:

- Chapter 1 Intensively Networked
 - Why Resilience is the Only Rational Cybersecurity Choice?
- Chapter 2 Hard to Break
 - Resilience: A winning Strategy in a Losing War
- Chapter 3 The Nature of Networks
 - Knowledge: The First Step Toward Digital Resilience
- Chapter 4 Digitally Bound
 - Getting the C-Suite and Board Up to Speed on Digital Resilience
- Chapter 5 Portrait and Landscape

- Achieving Resilience in Our Fragile Digital Environment
- Chapter 6 The Measure of Resilience
 - Assessing and Improving Your Digital Resilience
- Chapter 7 Resilient Response
 - Making Resilience a Whole-Business, Whole-Nation, Whole-World Issue
- Chapter 8 Achieving Digital Resilience
 - A Top-Down Guide

Highlights

Warren Buffett said recently that he sees cyberattacks as “the number one problem with mankind”.

Cyberattacks are becoming increasingly complex and malicious in scale. Every entity links to the vast network of cyber world must have digital resiliency to survive. In this non-technical book for business leaders, management and anyone interested in learning more about cyber risks, Ray Rothrock explains why digital resiliency is the key to survival for everyone digitally connected. The book is packed with high-profile real life cyberattacks in recent years and Rothrock’s takes on what went wrong and how to identify and operate a cyber security program effectively and cost-effectively.

Highlights: What I liked!

“Resilience” was *defined* most as the ability to recover from setbacks, adapt well to change, and keep going in the face of adversity.

I like the “ACTION ITEM” inserted in between chapter paragraphs. Ray Rothrock leads us through different mini-case studies and business cyber risk scenarios with insightful “what’s next” action plans and take-ways. And finally he provides 26 Action Items to help business leadership to thrive through any cybercrime challenge ahead.

Who might benefit from the Book?

I would definitely recommend this good read to business leaders, management and anyone who wants to learn more about cyber security. I also think it would be a great reading assignment for School of Business Undergraduate and Graduate students.

Conclusion

The **Digital Resilience – Is Your Company Ready for the Next Cyber Threat?** is a great introductory reading for general business leaders and management professionals. It helps the readers to understand cyberattacks related technical topics and the practical steps to manage business cyber security without technical jargons. Rothrock provides sensible and proven digital resilience strategies in the book based on his background in finance, venture capitalist for IT security

technology, and years of consulting career for clients in retail sectors and government sectors. Great read!

For more about this book, go to

<http://www.amacombooks.org/book.cfm?isbn=9780814439241&page=CoverCopy>

Editor's note: This book review was the result of a partnership between the publisher, PM World and the [PMI Dallas Chapter](#). Authors and publishers provide the books to PM World; books are delivered to the PMI Dallas Chapter, where they are offered free to PMI members to review; book reviews are published in the PM World Journal and PM World Library. PMI Dallas Chapter members can keep the books as well as claim PDUs for PMP recertification when their reviews are published. Chapter members are generally mid-career professionals, the audience for most project management books. If you are an author or publisher of a project management-related book, and would like the book reviewed through this program, please contact editor@peworldjournal.net.

About the Reviewer



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Jennifer Arroyo, MBA, PMP, Realtor® received her M.B.A. degree in Marketing from State University of New York at Albany. Jennifer joined PMI's Dallas Chapter in 2015.

Ms. Arroyo has more than 10 years of project management experience in the Multi-unit retail business, Multi-unit residential investment, and Financial Services industries. She works as an Associate Broker, affiliated with Keller Williams Realty, specialized in Residential | Commercial & Investment entrepreneurship PPM in Dallas TX. With her diverse international and industry-specific PM leadership experiences, Ms. Arroyo is passionate about helping entrepreneurs and business clients achieve branding goals and ROI Growth.

Keller Williams, the world's largest real estate franchise by agent count, had the most firms on the REAL trends 500, according to the annual ranking and reporting published by REAL Trends, Inc. Founded in 1983, it grew from a single office in Austin to approximately 700 offices and as of Nov. 2016 with over 150,000 associates worldwide. It's an Inc.5000 company and has been recognized as one of the highest rated real estate companies by numerous publications, including Entrepreneur Magazine and Forbes. The franchise, collectively, handled more than \$178 billion in sales, up 27%, and 645,000 transactions, up 21% over year 2016.

Jennifer volunteered and served as supporting Book Review Coordinator of the professional development and social media marketing initiative. She also facilitates the Early Childhood Bilingual **gogosmartmom e-Learning** program designed for Homeschooling Moms originating in Taiwan, Republic of China.

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