

## PM WORLD BOOK REVIEW



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

Author: **Ray A. Rothrock**

Publisher: American Management Association

List Price: \$29.95      Format: Hard cover, 256 pages

Publication Date: 2018      ISBN: 978-0-8144-3924-1

Reviewer: **Kevin D. Martin, PMP**, PMI-ACP, SAFe SA,

Review Date: May 2018

---

### Introduction

The subtitle grasped my attention, “Is your Company Ready for the Next Cyber Threat?” With the speed of change and the lack of international laws to detect and prosecute the criminals, my mind quickly responded, “I doubt it?”

This title addresses the rise in cybercrimes and every business, large and small are at risk. It helps law abiding business people peek inside the minds and tactics of international criminals to understand the threats, identify the weakness and effectively respond, no matter what it takes.

### Overview of Book’s Structure

This 2018 publication is hot off the presses with valuable insights and is written in a very easily accessible manner for the average business professional.

Organized into eight chapters, the author opens with why digital security is not enough and then introduces the concept of digital resiliency, as the only real answer for the rapid changing future of a highly networked world and cyber-competition. Along the way, each chapter contains Action Items, for the reader to assess and a Key Takeaway at the end of each chapter, which I found very useful to bring the message down to a personal level, much more valuable than simply a concept.

### Highlights

Filled with quotes and case studies from history, the reader can easily begin to project the possible futures they may face. “When you invent the ship, you also invent the shipwreck,” a quote from Paul Virilio, emphasized the challenge of connectivity, as both the power and vulnerability in networks. This book peels back

the “black-box” mystery of connected networks to reveal the inherent instability of the internet and the possibility of creating digital resilience on node at a time.

### **Highlights: What I liked!**

Ripped from today’s headlines, this book takes the reader on a fantastic journey of networking, hacking, exposing hidden risks and encouraging the reader to become the Paul Revere for their organization’s digital space. Extolling the need to promote and lead the need for digital resiliency, while there is still time, before the organization is the latest headline and trust is lost, never to be regained.

### **Who might benefit from the Book?**

Every person with a mobile device or connected to the global network, this book will open your eyes to the risks, just below the surface, waiting only for your turn as the latest poster child for a data breach or cyberattack.

### **Conclusion**

Read this title and immediately begin to construct your own roadmap to digital resiliency to survive the impending threats in your personal and professional digital life. Tomorrow may be too late.

---

For more about this book, go to  
<http://www.amacombooks.org/book.cfm?isbn=9780814439241>

*Editor’s note: This book review was the result of a partnership between the publisher, PM World and the [PMI Alamo Chapter](#). Authors and publishers provide the books to PM World; books are delivered to the PMI Alamo 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 Alamo 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](mailto:editor@peworldjournal.net).*

## About the Reviewer



### **Kevin D. Martin, PMP, PMI-ACP**

San Antonio, Texas, USA



Kevin D. Martin, PMP, PMI-ACP brings successful leadership, strategic & design thinking in project/program/portfolio practices in Information Technology, Call Center Operations and Project Management disciplines. Actively involved in the vision & growth of this global award-winning Alamo PMI chapter, his focus is building and leading high performing teams to achieve business value and sustainable success. His talents have benefited numerous Fortune 100 companies in the Oil and Gas, Banking, and Financial Services industries, in addition to various sports, volunteer and community service organizations.

Kevin is a graduate of St. Mary's University – Bachelor of Applied Sciences and a holds a Master of Business Administration M.B.A.- Finance from St. Mary's University, San Antonio, Texas. He is a graduate of the University of Virginia's Darden Executive Education Program and the Leadership Development Program (LDP) at The Center for Creative Leadership.

Mr. Martin is a member of the faculty at the University of Texas – San Antonio, with a focus on project management and agile business practices to develop future leaders for delivering organizational and business value through innovation and continuous learning.

As a thought leadership expert and international speaker in high demand, he enjoys the variety and challenges at every scale of complexity and business development. You can connect with him on social media, to find him facilitating teams, through mentoring or discussing timely topics over food and drink with other friends and colleagues.

Kevin, nicknamed "KMart," is an avid reader, consuming 25-38 titles annually. He is co-author of "Swimming in the Deep End," a collection of his life-long experiences, while leading high performing teams to deliver amazing results. His personal motto is "Dream Big, Work Hard and Give Back" and his passion and energy are nearly boundless. Kevin is employed by USAA, and currently serving as the USAA Enterprise Practice Lead for Project Management & an Agile Coach, leading large multi-million-dollar investments, using Scrum, Kanban and SAFe practices. He is on faculty for University of Texas – San Antonio and the UTSA Center for Professional Educational Excellence, delivering courses for executives, doctoral, graduate and undergraduate students.

A long-time resident of San Antonio, Kevin is a voracious business & leadership reader and leader in community and civic organizations. He is a devoted husband to his wife of 38 years - Cheryl, and they are blessed with three adult children, Jennifer, Matthew and Allison, all of them are leaders in their chosen professions. He can be contacted at [kevin.martin@usaa.com](mailto:kevin.martin@usaa.com)