

1: Using the Internet to investigate business: Ken Kaser: www.enganchecubano.com: Books

Are you using online resources in your internal and external investigations to your best advantage? Presented in non-technical terms, Investigating on the Internet: Research Tools for Fraud Examiners will teach you how to use the Internet to find and follow leads and make your fraud examinations more effective.

Generally, the Internet is a tremendous asset in the workplace, except when it is a liability. A common example of such liability was recently reported on by the Wall Street Journal [click here](#) for the story. This story discusses repeat instances of employees in this case U. Unfortunately, holding employers liable for damages arising out of Internet misconduct by employees is not a novel concept. For example, a case dealing with viewing child pornography resulted in the New Jersey Appellate Division ruling that the company could be liable for damages suffered by innocent third parties where the company failed to investigate reports that an employee was viewing child pornography online at work. In that case, the Court ruled that when an employer has actual or imputed knowledge that an employee is viewing child porn on a company computer the employer has a duty to act, either by terminating the employee or reporting such activities to law enforcement authorities. In regard to such knowledge, the court noted the following facts. An investigation into these complaints uncovered that he visited child porn sites. The employee did not and he eventually downloaded more than 1, pornographic images on his work computer. He also sent three nude or semi-nude photos of his year-old stepdaughter to a child porn site from his work computer. But having such a policy in place does no good if it is not enforced. The other common scenarios where employers may find themselves exposed to Internet misconduct include: Intentional and negligent infliction of emotional distress â€” In *Delfino v.* For example, in case, *Avery v.* Defamation, libel and slander â€” In *Gavrilovic v. Worldwide Language Resources, Inc.* Copyright infringement â€” Employers also may be needlessly exposed to lawsuits for copyright violations if they permit or ignore the fact that employees to receive or download software or other materials, e. It is also worth noting that, in limited circumstances, there may be an upside for employee Internet misconduct. Monitoring Is A Must While claims against employers for employee Internet misconduct may ultimately fail to impose liability, the exposure is still there. And the preceding cases underscore the importance of monitoring employee Internet browsing to minimize that liability. Create a policy that spells out what types of sites are off-limits. Make sure employees also understand that violating the policy may result in discipline. It is also important for IT to understand that monitoring is permitted and under what circumstances. Highlight to employees the negative effects misuse of the Internet may have on the company e. If you believe an employee is violating your Internet usage policy, make sure you properly preserve the evidence, e. If a violation occurs, assess whether law enforcement officials should be contacted, child porn. Feel free to shoot me your thoughts or comments about this post.

2: The Advantages & Disadvantages of a Business Using the Internet for Business Activity | www.enganch

*Using the Internet to investigate business [Ken Kaser] on www.enganchecubano.com *FREE* shipping on qualifying offers.*

Online Complaint Form If my company files a complaint against a competitor with the FTC, will we be kept informed about the status of any investigation? The FTC keeps investigations confidential. Matters become public only after the FTC reaches a settlement with a company or files a lawsuit. However, you can be assured that complaints received from companies alleging that competitors are advertising deceptively are reviewed carefully. Can I find out if the FTC already has an investigation against a company? The FTC can tell you if it has already taken formal action e. But the FTC cannot disclose whether an investigation is going on. In addition to the advertiser, the advertising agency also may be held legally responsible for misleading claims in ads. Advertising agencies have a duty to make an independent check on the information used to substantiate ad claims. In determining whether an ad agency should be held liable, the FTC looks at: The FTC can take action if an alcohol ad is deceptive or unfair. Is it legal to advertise distilled spirits on TV? Until , there was a voluntary policy within the distilled spirits industry not to advertise on television. Many broadcasters still do not accept ads for distilled spirits. Are there limits on where ads for alcoholic beverages can run and what they can say? Like ads for all other products, ads for alcoholic beverages must be truthful and any claims must be substantiated. In addition, alcohol ads by their content or placement may not be directed to underage consumers. Some broadcasters and publishers place additional restrictions on where or when alcohol ads can run. For more information about voluntary codes, self-regulatory programs, and industry "best practices" in the area of alcohol advertising, ask the FTC for its Report to Congress, Self-Regulation in the Alcohol Industry: Catalogs My company distributes a catalog of products manufactured by other companies. Rather than just repeating what the manufacturer says about a product, catalog marketers - including companies with online catalogs - should ask for material to back up the claims. Most importantly, catalog marketers should trust their instincts when a product sounds too good to be true. The FTC pays particular attention to ads aimed at children because children may be more vulnerable to certain kinds of deception. My company is thinking about doing a website for kids. Are there any issues involving children and the Internet that we should be aware of? The FTC has issued a rule outlining the procedures for commercial websites to use in obtaining parental consent. The rule applies to operators of commercial websites and online services directed to children under 13, and general audience sites that know that they are collecting personal information from a child. Clothing and Textiles Are there any requirements for advertising clothing or other textiles? The labeling and advertising of clothing and textiles are governed by special statutes and regulations. For example, mail order catalogs and websites must disclose whether the fabric was imported or made in the United States. There are other requirements also. Comparative advertising is legal as long as it is truthful. Contests and Sweepstakes Are there any rules about ads for contests or sweepstakes? Sweepstakes-type promotions that require a purchase by participants are illegal in the United States. And each state has laws that may require promoters to make disclosures, seek licensing, or post a bond. Credit What information must be included in ads for consumer credit? According to the Truth in Lending Act and other federal and state laws, ads for consumer credit must include certain disclosures about the terms and conditions of credit. These laws specifically require the disclosures to be "clear and conspicuous" so that reasonable consumers can read or hear and understand the information. Dietary Supplements How does the FTC evaluate claims for "health foods," vitamins, dietary supplements, and similar products? Claims for dietary supplements and similar products must be truthful and advertisers must have substantiation for any objective product claims they make. An Advertising Guide for Industry. Some laws and regulations enforced by the FTC, such as the Number Rule, the Truth in Lending Act, and the Consumer Leasing Act, have specific requirements that apply to advertising, including that certain information must be "clearly and conspicuously" disclosed. How prominent does a disclaimer or disclosure have to be in other kinds of ads? When the disclosure of qualifying information is necessary to prevent an ad from being deceptive, the information should be presented clearly and conspicuously so that

consumers can actually notice and understand it. A fine-print disclosure at the bottom of a print ad, a disclaimer buried in a body of text unrelated to the claim being qualified, a brief video superscript in a television ad, or a disclaimer that is easily missed on a website are not likely to be effective. Nor can advertisers use fine print to contradict other statements in an ad or to clear up misimpressions that the ad would leave otherwise. For example, if an ad for a diet product claims "Lose 10 pounds in one week without dieting," the fine-print statement "Diet and exercise required" is insufficient to remedy the deceptive claim in the ad. To ensure that disclosures are effective, advertisers should use clear and unambiguous language, place any qualifying information close to the claim being qualified, and avoid using small type or any distracting elements that could undercut the disclosure. Although there is no hard-and-fast rule about the size of type in a print ad or the length of time a disclosure must appear on TV, the FTC often has taken action when a disclaimer or disclosure is too small, flashes across the screen too quickly, is buried in other information, or is otherwise hard for consumers to understand. Most importantly, if you are concerned that a disclaimer or disclosure may be necessary to clarify a claim, evaluate your ad copy and substantiation carefully to ensure that you are not misleading consumers.

What about disclaimers and disclosures online? Regardless of whether you advertise on TV or radio, in print ads, through direct mail or online, the law is the same: The FTC handles most matters regarding claims in advertisements for over-the-counter drugs. As with any other product, claims for OTC drugs must be truthful and non-deceptive. Given the health and safety issues that can arise in marketing these products, advertisers should take care in substantiating their claims. Depending on the claim, advertisers may be required to back up their representations with competent and reliable scientific evidence, including tests, studies, or other objective data. Does the FTC have specific rules on advertisements for prescription drugs? The FDA handles most matters related to the advertising of prescription drugs.

Endorsements and Testimonials Are there any rules on how endorsements may be used in ads? All endorsements must reflect the honest experience or opinion of the endorser. Endorsements may not contain representations that would be deceptive, or could not be substantiated, if the advertiser made them directly. Endorsements by consumers must reflect the typical experience of consumers who use the product, not the experience of just a few satisfied customers. Saying "Not all consumers will get these results" or "Your results may vary" is not enough. If the endorsement represents that the celebrity uses the product, that celebrity actually must use the product. To give an expert endorsement, a person must have sufficient qualifications to be considered an expert in the field. Expert endorsements must be supported by an actual evaluation, examination, or testing of the product that other experts in the field normally would conduct to support the conclusions in the endorsement. Advertisers also must disclose any material connection between a person endorsing a product and the company selling the product. A "material connection" is defined as a relationship that might affect the weight or credibility of the endorsement. For example, if an endorser is an employee or relative of the advertiser, that fact must be disclosed because it is relevant to how much weight a consumer would give to the endorsement. Similarly, an advertiser must disclose if a consumer has been paid for giving an endorsement.

Energy Savings Claims Are there rules for making energy savings claims in ads? For example, under these rules, energy efficiency claims in ads must be based on specific standardized tests.

Environmental Advertising Are there rules for using environmental claims like "recycled" or "ozone-friendly"? In addition, some states have laws governing environmental claims. If you make environmental claims or use environmental symbols on your direct mail advertising, ask the FTC for Making Environmental Marketing Claims on Mail.

Food Advertising What kind of health claims can be made in food ads? The FTC handles most matters regarding claims in food advertisements. The FDA handles most matters regarding food labels. As a general rule, advertising for foods, over-the-counter drugs, dietary supplements, medical devices, and cosmetics is regulated by the FTC. Labeling for these products is regulated by the FDA. In addition, the FDA handles most matters related to prescription drug advertising and labeling.

Franchises and Business Opportunities What rules apply to ads for franchises or business opportunities? The law requires sellers to make specific disclosures, give prospective buyers a document containing certain key information about the business opportunity, and be able to substantiate any earnings claims. In addition, visit the FTC website for information on what entrepreneurs need to know before buying any kind of business opportunity

and alerting them to the latest "bizop" scams. Many states also have laws governing these transactions. When a "free" offer is tied to the purchase of another product, the price of the purchased product should not be increased from its regular price. Disclose the most important information - like the terms affecting the cost of the offer - near the advertised price. In addition, the Better Business Bureau has voluntary standards for when something can be advertised as "free. Ads that include rebate promotions should prominently state the before-rebate cost, as well as the amount of the rebate. Only then will consumers know their actual out-of-pocket cost and have the information they need to comparison shop. Rebate promotions also should clearly disclose any additional terms and conditions that consumers need to know, including the key terms of any purchase requirements, additional fees, and when consumers can expect to receive their rebate. Guarantees When a company advertises that products are sold with a guarantee or warranty, what information about the terms and conditions must be included in the ads? If an ad mentions that a product comes with a guarantee or warranty, the ad should clearly disclose how consumers can get the details. Any conditions or limits on the guarantee or warranty such as a time limit or a requirement that the consumer return the product also must be clearly disclosed in the ad. Finally, the law requires companies to make copies of any warranties available to consumers before the sale. This applies to retail sales, sales by phone or mail, and online transactions. Infomercials Does the FTC have any special policies relating to infomercials? Infomercial advertisers must have proof to back up all express and implied claims that reasonable consumers would take from an ad. Since many infomercials feature endorsements from consumers, celebrities, or experts, ask the FTC for the Guides Concerning the Use of Testimonials and Endorsements for more information.

3: Use the internet to investigate the leadership style and, Business Management

Business email compromises (BECs) are a big problem across a multitude of industries. Just last week, the FBI participated in an international BEC takedown, arresting 74 individuals across the United States, Nigeria, Canada, Mauritius and Poland. In , the Internet Crime Complaint Center (IC3.

Although it can seem like the internet is the be-all and end-all of business activities, it is always best to take into account the needs of your business and to weigh the advantages and disadvantages of including the internet in your business model.

Potential Access to a Global Market The internet is an excellent tool for increasing the visibility of your business. The internet overlooks physical borders, thereby giving your products and services heightened exposure to a global audience. This can lead to increased sales, as your business offer reaches new markets that would otherwise be beyond your physical reach, especially if you are a small business owner.

Reduced Marketing Costs With the rise of the internet, there has been a huge increase in various social media platforms. These platforms that are designed to connect people with one another become powerful, relatively low-cost marketing channels that can be utilized by both large and small enterprises. The internet means that you can put your products and services right in front of your target market without using the help of a formal marketing agency to do it for you, but at a much greater cost.

Reduced Building Overhead Many jobs and business functions can be performed online. This means that incorporating the internet into your business functions could open up an opportunity to have remote staff who can work from home, thereby reducing the cost of having an office building.

Automated Systems and Resource Sharing The internet has enabled a million and one ways you can make your life easier as a business owner. You can do your bookkeeping and customer service care online, and get bespoke solutions that automate how customers purchase your goods and services. In short, it can streamline processes while saving valuable work hours from performing tedious tasks. In addition, the internet enables you to share knowledge and information quickly and easily. Whether you are sharing documents or best business practices, emails, apps, webinars and everything in between, sharing resources has become easy and efficient.

Discussions about how the internet could potentially harm a business are ongoing. Here are some of the issues to consider:

Potentially Lower Profit Margins The internet has upped the market for many different types of businesses. Although this has made it easier for customers to access your products and services, the internet has also made it easy for customers to access the products and services of your competitors, as well. If you conduct your business on the internet, prepare to lose sales if customers can find the same product on the market at a lower cost.

Reduced Physical Interactions Some of the most creative ideas are borne out of the face-to-face interactions that people have with one another. While the internet has succeeded in connecting people to one another in a superficial way, it cannot adequately replicate the human interactions of interacting face-to-face with colleagues and customers.

Negative Reviews People now take to social media to voice their concerns and their viewpoints about a business. People are more likely to complain than they are to compliment a business, and this can damage the reputation of a company. The internet is a powerful tool not only for businesses but also for consumers. Handle it with care and in accordance with the needs and model of your business, so that the advantages are maximized and that the disadvantages can be mitigated.

4: Advertising FAQ's: A Guide for Small Business | Federal Trade Commission

The attorney general's office is using New York's Martin Act, which was designed to protect both investors and financial institutions from fraud, to pursue the investigation.

Hiding in Plain Sight: However, there are still data sources available within O to help investigate business email compromises BECs. Please stay tuned for an updated blog post to address alternate methods for detecting and responding to BECs. Introduction Business email compromises BECs are a big problem across a multitude of industries. Of course, the vast majority of BEC incidents do not end in arrests and convictions. In fact, the barriers to prosecution account in large part for the rampant growth of BEC crimes. This capability represents access to an always-on, mailbox activity recording system that is active by default for all users. Activities are recorded for all users and are retained for up to six months. There are many activity types, including logins, messages deliveries, message reads, and mailbox searches. It is possible to acquire mailbox activities for specific time ranges and activity types. There are also some drawbacks to the API, such as the apparent inability to directly link activities to client sessions. Despite this, the API still provides enough detail to allow for the rapid identification of attacker activity, under most circumstances. See the Python Module section below for full details. Threat actors, such as Nigerian confraternities , often adhere to standardized playbooks when engaging in business email intrusions. The initial avenues of entry often consist of phishing emails that contain links to web-based credential stealers appearing to victims as legitimate Office login forms, but occasionally leveraging keyloggers to capture credentials. The threat actors typically identify key executives and employees involved in financial transactions such as wire transfers, and monitor their activity for periods ranging from weeks to months. Once the threat actors feel comfortable, they insert themselves into email conversations to conduct fraud. They often start by initiating wire transfer requests starting with smaller dollar amounts and working their way up. CrowdStrike has observed unauthorized wire transfer attempts ranging from thousands of dollars to as high as nearly fifteen million dollars. As you will see, the techniques, tactics, and procedures TTPs employed by these threat actors can be discovered by analyzing the data returned from this powerful Office API. This API subset is included in all three versions v1. This article focuses primarily on the v2. If you intend to authenticate with OAuth 2. In the case of OAuth 2. Authorize the application using a valid Office credential and then proceed to acquire tokens. You may use the acquired Access Token with the examples below. Keep in mind that this token will expire after 60 minutes. Note that the minimum required scope for Activities API operations is https: If you will be using Basic Authentication, supply a baseencoded username and password in accordance with the Basic scheme. All of the examples discussed in this article use the following header: At the time of this writing, that limitation consists of a 10, request allowance per minute window, per target user, per application. The headers of these responses can be parsed to retrieve additional information about the throttling state. Retrieving Activities The simplest call to the Activities API includes no parameters and uses the "me" user context shortcut. The following request will return a response containing the latest 10 mailbox activities of the calling user. Make sure to supply the appropriate headers if you use this method.

5: Using the Office Activities API to Investigate Business Email Compromises

Edit Article How to Use Your Computer to Investigate People. In this Article: Finding Public Records Performing Web Searches Going the Extra Mile Community Q&A In this day and age, you can never be too cautious when it comes to meeting someone new.

6: Benefits for Businesses Using the Internet | www.enganchecubano.com

The internet is an amazing tool for business activity. Instead of focusing on a small, local area (or franchising), your business is opened up to consumers all over the world. There are several.

7: How to Use Your Computer to Investigate People: 9 Steps

The FBI is committed to ensuring the safety and security of those who use the Internet while maintaining an appreciation of the Internet as an important medium for commerce and communication. Focused law enforcement efforts will promote greater consumer confidence and trust in the Internet as a safe and secure medium of commerce and communication.

8: Solved: Use the internet to investigate a career in investment, Business Management

1 females it is said make 70 cents to the dollar in the united states to investigate this phenomenon you collect data Q: One of the obstacles to quick action for a company is the question 1 quick strategic moves that remake and do not elicit adequate responses from rivals are crucial for.

9: How Americans Use Social Media at Work

As the use of the Internet and other for those who investigate crimes related to the Internet and other servers/routers of third parties such as businesses.

This side of judgment Father of charity and my father Critical thinking tactics for nurses Vivaldi spring piano solo sheet music The Kaleidoscope of Truth Beekeeping in Colorado Pursuing innocent pleasures Illustrated Dental Embryology, Histology, and Anatomy 2e and Illustrated Anatomy 4 A Tender Conspiracy, 3. Sheep on a Ship to Scotland A Womans Guide To Blackjack Project Leadership (The Project Management Essential Library) Home electrical wiring books I. The Copepods of the Plankton Gathered during the last Cruise of the Carnegie, by Charles B. Wilson. WATKINS HEROINE. Sohan singh seetal books Romantic conventions The evolution of deceit : are we born to lie? An elementary German grammar The free movement of persons Volume of a sphere worksheet Reacting to the struggle Factors influencing the assimilation of the Mexican in Texas Growing under Glass (RHS Encyclopedia of Practical Gardening) Creating Web applets with Java Top Guns (Network Books) Shakespeares sports canon The reaction of elected officials and staff criterion : the brownfields redevelopment policy Conan and the Jewels of Gwahlur Don Aslett answers how do I clean the moosehead? Principles of marketing chapter 8 Foreign currency translation by United States multinational corporations People in the infancy narratives Hypoglossal nerve. Mkutis adventures in the bushveld Indian summer of English chivalry Scholastic Journalism Teachers Manual Richelle mead thorn queen V. 1. Biography. Bayreuth echoes. Writings. Critics. Operas. Ki mu ki pi book