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YOUR NEXT FIVE MOVES

By Patrick Bet-David

If being an entrepreneur and business leader were easy, more people would do it. Being successful in business today means constantly innovating and rethinking how you do things. And that's exhausting.

Your *Next Five Moves* by Patrick Bet-David is a strategy playbook for entrepreneurs feeling stagnant, lacking motivation or searching for innovative tactics to improve their business. It promises clarity and offers strategic thinking for different scenarios, growth tactics for good and bad times, guidance in building a value-driven team and insights into leveraging power effectively.

Rooted in Bet-David's journey to becoming a successful CEO, this book is more than a manual: it's a strategic advisor for anyone serious about reinvigorating their business and making impactful decisions for its future.

OLD MALWARE, NEW TRICKS

An old malware scam is reemerging with dangerous new tricks, causing significant problems for anyone who uses a web browser – i.e., nearly all of us. Hackers using the "update your browser" scam found new ways to hide malicious files, making it harder for security experts to locate and remove them. We'll see more of this scam, so you need to be on the lookout.

What Is The Fake Browser Update Scam?

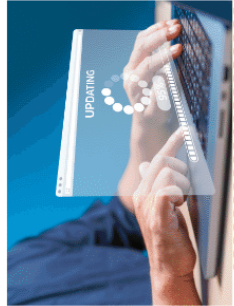
A website gets hacked by cybercriminals, who make a few changes. Namely, hackers use JavaScript requests to covertly replace the existing website content with a deceptive prompt for a browser update. For example, if you use Chrome, you'll see a page asking you to update your Chrome browser. Click on the update button, and you'll download malware on your device. Hackers know that users are told in security training to only click on links on trusted sites. They take advantage of that training by hosting their scam on a legitimate site, luring you into their trick.

But this time, the scam has a new tactic. Instead of hosting harmful files on the compromised site as they've done in the past, they've developed a way to store files on cloud services or even cryptocurrency blockchain. This makes it a lot harder for cyber security experts to find and remove.

The first scam of this kind, ClearFake, was uncovered in October 2023. Since then, security experts at Proofpoint have identified four threat actor groups using the fake browser scam to attack victims.

AI: A CHEAP DATE OR THE DOWNFALL OF SOCIAL CONNECTION?

Romance has crossed a new line that sci-fi movies like *Her* have been hinting at for years...AI relationships. Apps like *Replika*, *Character.ai* and *Snapchat's My AI* allow you to transform a chatbot into a companion...or lover. In 2018, a Japanese man even married his AI-powered hologram. People use AI chatbots to "cure" their loneliness, and the ability to customize interactions makes AI a comforting partner. The challenge is to balance these technological advancements with the need for genuine human connection. "When we spend less time with each other, we lose practice in



We keep hearing it – cybercriminals are using the latest tech to find new ways to exploit users. This is just the latest example.

What Can You Do About It?

First, no browser targeted in this scam – Chrome, Firefox or Edge – will ever have a pop-up or show you a page stating your browser is out-of-date. To check your browser's status, go directly through your browser's settings menu. Also, make sure you're running very effective antivirus protection on all your devices. Antivirus will constantly run on your device, alerting you to suspicious activity.

Additionally, train your team on this new scam. Because it goes against usual training, you'll need to step in and talk to them about how to look for signs of the fake browser update scam.

We use browsers to do almost everything, so this won't be the last time you hear about scams like this. Be sure to keep your systems updated (via your settings, NOT pop-up) and use a strong antivirus program.



What do you think – is AI a cheap date or harmful to humanity?

TECHNOLOGY TIMES

Insider Tips To Make Your Business Run Faster, Easier And More Profitably



WHAT'S NEW

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This monthly publication is provided courtesy of John Smith, President of IT Company.

OUR MISSION:

To build a community of success-minded entrepreneurs that inspires excellence, encourages collaboration and expands the capacity of all members to achieve great things.

SHOW SOME LOVE TO YOUR BUSINESS CONTINUITY PLAN

Wintertime can feel like a wonderland.

There's hot cocoa, cozy fireside conversations, glistening white snowfall...ice storms, power outages and tons of employee sick days. You can't predict the future, but a business continuity plan – BCP for short – ensures that unexpected events don't slow you down because, in business, every minute counts – literally. Downtime costs SMBs \$137 to \$427 per minute, according to a 2020 IBM report. Although the loss is smaller, extreme downtime is the ultimate undoing for many SMBs.

Isn't A Disaster Recovery Plan The Same Thing?

Disaster recovery plans focus solely on restoring your IT systems. It's one – albeit critical – component of your BCP. If a winter storm knocks out your Internet, a disaster recovery plan restores data access and any IT services you may have lost.

Why A BCP Is Important

Let's say your office suffers a major fire – your business continuously running in the

What Is A Business Continuity Plan?

It's just like it sounds – a plan to keep your business continuously running in the