PREFACE VII

INTRODUCTION Expect to Be Manipulated: Phishing Equilibrium

PART ONE Unpaid Bills and Financial Crash

CHAPTER ONE Temptation Strews Our Path 15
CHAPTER TWO Reputation Mining and Financial Crisis 23

PART TWO Phishing in Many Contexts

CHAPTER THREE Advertisers Discover How to Zoom In on Our Weak
Spots 45
CHAPTER FOUR Rip-offs Regarding Cars, Houses, and Credit Cards 60
CHAPTER FIVE Phishing in Politics 72
CHAPTER SIX Phood, Pharma, and Phishing 84
CHAPTER SEVEN Innovation: The Good, the Bad, and the Ugly 96
CHAPTER EIGHT Tobacco and Alcohol 103
CHAPTER NINE Bankruptcy for Profit 117
CHAPTER TEN Michael Milken Phishes with Junk Bonds as Bait 124
CHAPTER ELEVEN The Resistance and Its Heroes 136

PART THREE Conclusion and Afterword

conclusion: EXAMPLES AND GENERAL LESSONS New Story in America and Its Consequences 149 AFTERWORD The Significance of Phishing Equilibrium 163

ACKNOWLEDGMENTS 175 NOTES 181 BIBLIOGRAPHY 233 INDEX 257