

Hacking costs companies \$5.5 million on average

Thursday, April 5, 2012

Number of the day

\$5.5 million

That's the average cost to a business when its computer network gets hacked. Companies from eBay to Peet's Coffee & Tea are expanding efforts to prevent attacks, and FICO, the credit-scoring outfit that stores data from Visa, MasterCard and other big corporations, has tried to hack itself to discover weaknesses. The market for data-vulnerability management may grow to almost \$1 billion in 2016 from \$400 million last year, according to consulting firm Frost & Sullivan.

Hear here

"Our mission was organizing the world's information and making it universally accessible and useful. I think we probably missed more of the people part."

Larry Page, Google's CEO, on his company lagging behind in the social-networking market. The good news, Page says, is that the Google+ social network is beating expectations. It has more than 100 million users (though that compares with more than 845 million for Facebook). "It doesn't mean tomorrow it's going to be bigger than any other social network out there. That's not realistic," he says. "But it's growing faster, I think, than other services have."

Heads up

The Churchill Club takes a close look at the world's most valuable company Thursday morning with "Leadership and Innovation - The Apple Way." The event at Fenwick & West's offices in Mountain View features Adam Lashinsky, author of a new book on Apple and editor at large at Fortune magazine, who will be interviewed by Stanford Professor Robert Sutton. They'll focus on the secret systems, tactics and leadership strategies that made Apple the juggernaut it is today.