

For immediate release:
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“The Art and Science of Security Risk Assessment”
ASIS Book of the Month

Lincoln, NE – Too often Security Risk Assessment is confused with Risk Management. Ira Somerson’s newest book, *“The Art and Science of Security Risk Assessment”* was written as an introduction for students, business and security professionals delegated with the responsibility of asset protection.

With over 45 years of security management experience, Somerson has watched multiple organizations integrate defensive security strategies without defining what threats needed deterred, detected or responded to. Although, it is impossible to identify and respond to all foreseeable security risks in every organization, this text will provide the important first step to understanding how to plan and monitor a sustainable security program.

Chapter Eight, *“Internal and Human Factor Controls,”* provides an in-depth analysis of recent incidents, breaches, lawsuits, failures, attacks and embarrassing headlines and clearly indicates that organizational leaders are failing to implement lessons learned at the individual-level. Similar risks and failures are occurring over and over again and while it may take years and years to build a reputation...it only takes one individual’s bad decision to ruin it.

Awareity’s CEO and President, Rick Shaw, is the primary contributor to Chapter Eight and has become an expert in Human Factors – Processes and People. Human factors include any decisions an individual makes or should make to ensure an organization’s internal controls and risk mitigation strategies are connected with day-to-day operations for all individuals. Shaw addresses how critical it is for organizations to implement, communicate and manage Processes (procedures, plans, policies and guidelines) across all appropriate People (employees, vendors, contractors, partners, service providers, etc.) to ensure good decisions and improve awareness and accountability. The chapter also outlines specialized web-based software tools that can ensure efforts are coordinated, tracked, documented and maintained on an ongoing basis.

“The Art and Science of Security Risk Assessment” is available at the ASIS bookstore (<http://bit.ly/196Ndd>).

Ira Somerson:

Somerson's experience spans more than forty years of comprehensive security management consulting services. The majority of his work has involved analysis of potential threats and the design of appropriate defensive strategies in commercial, industrial, institutional and government environments. Mr. Somerson has originated strategies in risk assessment, security system design, crime prevention, foreseeability studies, adequacy of security analysis, crisis management, security awareness, executive protection, crowd control, fraud prevention and the development of security management training and orientation curricula. He founded and operated a security services company providing security guard resources, crowd control services, alarm system installations and service, central station alarm monitoring, and special business investigations for more than 20 years. He is a recognized lecturer, an authoritative leader, and innovator in the security management profession.

About Awareity

Awareity is a privately held organization founded by Rick Shaw in 2002 with a unique focus on lessons learned in several critical areas of business – compliance, information assurance, public safety, emergency management and enterprise risk management. Awareity’s experts study and research incidents, regulations, attacks, headlines, failures and successes to reveal costly gaps and dangerous trends. Awareity delivers next generation Process and People management solutions, valuable case studies and revolutionary tools for organizational leaders struggling to address escalating challenges and mounting obligations. Awareity’s solutions are helping organizations across multiple industries – financial, education, government, healthcare and other critical industries – to achieve better results by ensuring the right information is shared with the right people in the right place at the right time with accountability and auditability at the individual-level.