Business is all about timing. Once I missed an online post for a golf flight. I was told that each player who made it ended up earning a cool million a piece from their newly formed company. And their idea? Well that’s their trade secret, no doubt openly discussed at a local golf course.

My reason? I had to take care of my sons. Perhaps I should have Facebooked the golf game players for the next flight? Yet the bull run in online business deals also brings certain dangers.

One is identity theft. Another is people stealing your friends’ identities for nefarious purposes. Anything you put on the Web can be used for unintended purposes. E-mail ethics and blogging courteous? Hogwash. Neoliberal capitalists are out there to make money: in any way or form.

Social networks and blogs also provide clear channels for articulating business interests. Is there a sense of business ethics in cyberspace that goes beyond the legal framework of states?

Trust your own instincts when it comes to business dealings. Don’t leave everything to your personal assistant. Do not underestimate the power and time that Web hackers devote to tricking you to reveal your personal information.

On one hand the Internet promotes good business contacts and effective business deals. On the other hand the neoliberal motif – you pay for what you use – your result is throwing good money after bad. You end up paying for what you don’t deserve.

More than making the World Wide Web a business haven, neoliberalism makes a potentially ideal business space unfair, uneven and costly. Social networking makes good business sense if it works; but it doesn’t work all the time.

Social networking is about distancing the self, the body, and our money from ad infinitum disconnecting from it also. A social networking account allows us to remain in constant without having to actually be physically in touch with friends and enemies. Social networking as business networks have generated a whole new language and a dazzling array of applications from B2B opportunities, online banking, education, cybersecurity, games and musical entertainment.

By connecting virtually, without real connections, we unleash a creative side of us – at least we think – for public display and criticism. The rules and regulations that permit and prohibit social who on the Web allow social networkers to pass through and from virtual gateways that expand the body and the spirit of creative expression in ways that are instant, wired, and fantasized.

Nothing on these social websites makes for permanence except change and modulation. These are business times when the neoliberal motif misses the chance to require good judgement in facilitating control of finances. So if you are a gambler, watch out for online casino scams. If you play golf keep off the online ruff and stay on the green.

There are three dos and three don’ts when joining social networks in cybersecurity terms.

Dos
1. Plan the desired outcomes.
2. Do choose the security settings carefully.
3. Never give out personal information that can be compromised.

What about the “don’ts”?

Don’ts
1. Think before you commit your credit card numbers.
2. Don’t give out your personal contacts for small benefits or inducements.
3. Don’t recommend pay sites to friends unless you have used them yourself.

Sometimes, the old fashioned phone call filters the business bad guys from the good. In the bull run for better business deals, make sure that your cents count towards the dollars. And to think that I could have been a million bucks richer, or poorer.

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