

Identity, Reputation

Your name

- 1) single, most-important asset you own
- 2) permanent, i.e., it follows you throughout life
- 3) important in all societal interactions
- 4) attached to every personal achievement/failure
- 5) things to enhance this asset
 - a) honesty
 - b) reliability
 - c) competence
 - d) truthfulness
 - e) consistency
 - f) fair play
 - g) education
- 6) things to tarnish this asset
 - a) dishonesty
 - b) cheating
 - c) trickery
 - d) criminal activity
 - e) unethical behavior

Social security number

- 1) second most-important asset you own
- 2) permanent
- 3) important in almost all things which involve money
 - a) taxes
 - b) bank/credit card dealings
 - c) retirement benefits
 - d) medical records
 - e) Nigerian offers of unimaginable riches

Where you live

- 1) used by insurance companies to establish insurance rates
- 2) used by state governments to establish property tax rates
- 3) suggests social status
- 4) determines educational options in public K-16 schools

Other

- 1) who you know
- 2) where you went to school/college