Dissimulation
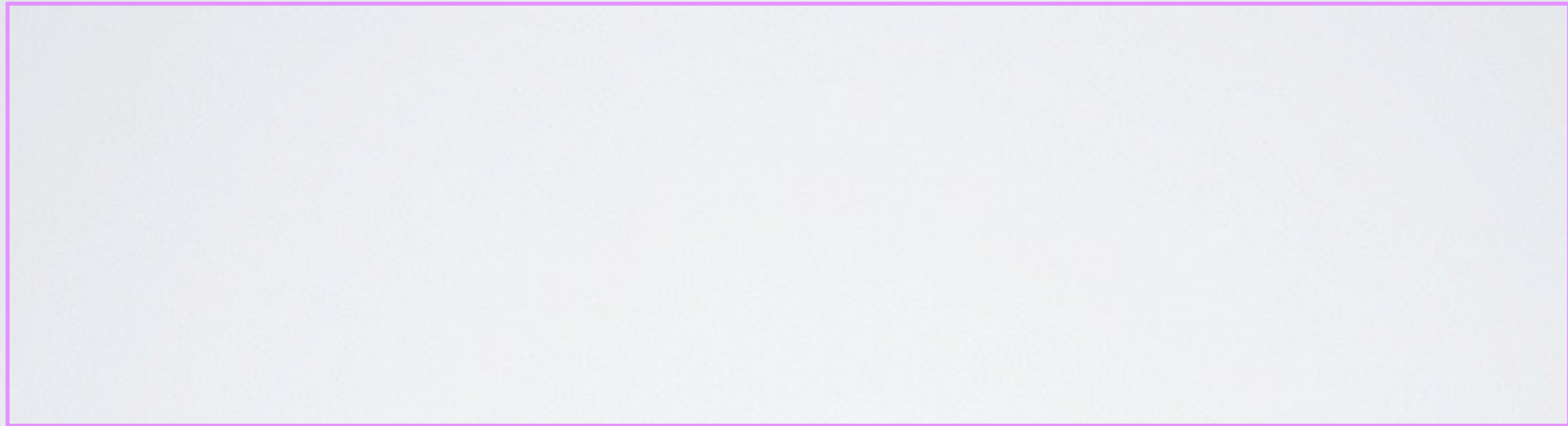- avoid detection by anti-malware programs

Rootkit hides the existence of malicious activities

Infection

- penetrate a system and spread to others

Replication

- copy itself to spread

Subterfuge

- based on user's credulity