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Scarcity

Taking the best opportunity, especially if it seems scarce, is one of the greediest natures of human beings. This method describes a way of giving an opportunity to people for their personal gain. The famous **Nigerian 419 Scam** (www.419eater.com) is a typical example of human avarice. Let's take an example where Bob wants to collect personal information from XYZ university students. We assume that he already has the e-mail addresses of all the students. Afterwards, he professionally develops an e-mail message that offers vouchers with drastic discounts on iPods to all XYZ university students, who might then reply with their personal information (name, address, phone, e-mail, date of birth, passport number, and so on). As the opportunity was carefully calibrated to target students by letting them believe and persuade their thinking about getting the latest iPod for free, many of them might fall for this scam. In the corporate world, this attack method can be extended to maximize commercial gain and achieve business objectives.