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Social relationship

We as humans require some form of social relation to share our thoughts, feelings, and ideas. The most vulnerable part of any social connection is sexuality. In many cases, the opposite sexes attract and appeal to each other. Due to this intensive feeling and false sense of trust, we may end up revealing information to the opponent. There are several online social portals where people can meet and chat to socialize. These include Facebook, MySpace, Twitter, Orkut, and many more. For instance, Bob is hired by the XYZ company to get the financial and marketing strategy of the ABC company in order to achieve a sustainable competitive advantage. He first looks through a number of employees and finds a girl called Alice who is responsible for all business operations. Pretending to be a normal business graduate, he tries to find his way into a relationship with her (for example, through Facebook). Bob intentionally creates situations where he could meet Alice, such as social gatherings, anniversaries, dance clubs, and music festivals. Once he acquires a certain trust level, business talks flow easily in regular meetings. This practice allows him to extract useful insights of the financial and marketing perspectives of the ABC company. Remember, the more effective and trustful relations you create, the more you can socially engineer your target. There are tools that will make this task easier for you; for instance, SET, which we will describe in the next section.