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Nota di contenuto	Cover -- Title Page -- Copyright Page -- Contents at a Glance -- Contents -- Introduction: The Deepfake Dilemma -- Chapter 1 The Birth of Myster Giraffe: The Spark That Lit the Fire -- The VFX Artist Behind the Mask -- The Super Deepfake Squad -- The Giraffe Who Knew Too Much -- Real-Time Deepfakes: The Turning Point -- Trust Experiments: The Kevin Calls -- Audience Reactions and Social Media Psychology -- Cancel Culture's Impact on Deepfake Comedy -- The Ethics of Viral Manipulation -- Lessons from Going Viral -- What's Next? -- Chapter 2 Very Brief History of Synthetic Media -- The Analog Era (1870s-1980s): The First Deceptions -- The Dawn of Digital (1980s-2000s): The Democratization Begins -- The Deep Learning Revolution (2000s-2017): When Machines Learned to See -- The Viral Era (2018-2023): When Business Met Deception -- The Industrial Era (2023-Current): The New Normal -- Conclusion: The Eternal Return -- What's Next? -- Chapter 3 The Double-Edged Sword: Illuminating the Duality -- The Promise of Light -- Restoring What Was Lost -- The Ones We Know -- The Torajan Reminder -- What They'll Say with My Voice -- The Shadow of Deception -- The Balancing Act -- Just Because You Can -- When the Joke Lands Too Well -- The Power of Saying No -- Shadow Can't Exist Without Light -- What's Next? -- Chapter 4 The Dark Side of Innovation -- The Trust Bias: Why

We Believe What We See and Hear -- The Perception Hack: How Deepfakes Trick Our Brains -- The Face Trust Heuristic -- The Voice Familiarity Effect -- The Fluency Effect -- The Emotion Trap -- The Experiment: How Easily Can We Be Fooled? -- The Politeness Barrier: Why People Refuse to Question Reality -- The Wildest Real-Life Failures of Deepfake Detection -- Joe Says No -- X Marks the Spot -- Celebrity Connections -- Fake Endorsements -- Deepfake Pornography.

The Trust Shortcut: Why Deepfakes Work in Social Settings -- When Curiosity Looks Like a Con -- The Emotional Cost of Doubt -- The Role of Big Tech in the Deepfake Crisis -- Identifying the Boundaries -- Why Social Media Fuels Deepfakes (and Doesn't Stop Them) -- The Policy Problem: The Rules Keep Changing -- The Path Forward: Can We Outthink Our Own Biases? -- What's Next? -- Chapter 5 The Rise of Deepfake Crime -- Trust as a Vulnerability -- Beyond Corporate Fraud: The Wider Impact -- A New Kind of Cybercrime -- Trust Is the New Attack Surface -- Human Behavior Is the Weak Link -- The Lasting Victim Impact -- Government Responses -- The Evolution of Detection Tools -- The Evolution of Access: From Experts to Anyone -- What's Next? -- Chapter 6 Proactive Solutions: Staying Ahead of the Curve -- Lessons from SawStop: Preventing Disaster Before It Happens -- Inject, Measure, Verify: The Real-time Deepfake Kill Switch -- The Power of Simple Safeguards -- Personal Code Words -- Slow It Down -- When the Law Isn't Enough: Protecting Your Business from Deepfake Liability -- What's Next? -- Chapter 7 From Theory to Practice: Your 90-Day Implementation Guide -- The First 30 Days: Foundation Building -- Week One -- Week Two -- Week Three -- Week Four -- Days 31-60: System Implementation -- Week Five -- Week Six -- Weeks Seven and Eight -- Days 61-90: Testing and Refinement -- Week Nine -- Week Ten -- Week Eleven -- Week Twelve -- Ongoing: Maintenance and Evolution -- What's Next? -- Chapter 8 The Future of Deepfakes: Where This Is Headed -- Generative Media: Uses and Consequences -- Three-Dimensional Education -- The Effect on "Real" News -- Creativity for the Masses -- Determining the Truth -- Avatars and Synthetic Celebrities -- Rewriting History -- The Future of Reality -- Quantum Computing Speeds -- Directing the Impact of Deepfakes.

The Growth and Adoption Cycle -- What's Next? -- Chapter 9 CTRL+ALT+FAKE (Conclusion) -- Acknowledgments -- About the Author -- Index -- EULA.

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#### Sommario/riassunto

A practical, hands-on guide to navigating deepfake technology and reducing the risks it poses to your business. In *Behind the AI Mask: Protecting Your Business From Deepfakes*, technologist and founder of viral platform, Myster Giraffe, Carl Bogan, explains the dangers, benefits, and potential of deepfake technology.

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