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