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Cyber Security Overview Charles Blauener Managing Director & Global Head of Information Security charles.blauner@citi.com +1 908 563-3589 Treasury and Trade Solutions Cyber Security Overview - Citibank Journal of Management and Marketing Research The Impact of Crime on Business, Page 5 losses of \$10,000 or more from cyber-attacks.

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The Three Roles Of Marketing In Cybersecurity Marketing can play three roles in a company's cybersecurity posture, either by being a target for hackers, a risk for enterprises or, on the opposite end, an advocate and champion for cybersecurity awareness.

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role of cyber-intermediaries based on agency, transaction cost, social exchange, and relationship marketing theories. The following section will review internet marketing and

The role of cyber-intermediaries: a framework based on

Purpose - The purpose of his paper is to define the role of cyber-intermediaries based on several theories such as transaction cost analysis, agency, social exchange, and relationship marketing.

The role of cyber-intermediaries: A framework based on

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international cybersecurity efforts where governments play a large role. Part II looks in depth into the role of the regulator in cybersecurity. It first traces the evolution of the role of the regulator. It then goes on to discuss the range of roles available to regulators in the context of government involvement in cybersecurity.

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