



A Seat at the Table for CEOs and CSOs: Driving Profits, Corporate Performance Business Agility (Paperback)

By Jackie Bassett, Daniel Rothman

AUTHORHOUSE, United States, 2007. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Innovative new business models, distribution channels, marketing media outlets for gaining customer interest and emerging technologies are all converging to change the way we do business and at a faster rate than predicted or designed. Globalization is forcing inefficiencies out, which are presenting themselves as security events. Innovation-driven CEOs recognize that a security breach represents an underlying revenue and profitability problem in a core business process that has gone undetected. As a result, many CEOs are starting to integrate security into business strategy to drive profits, corporate performance and business agility, as well as to deliver a competitive business advantage that transforms global corporations into sustainable success.



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