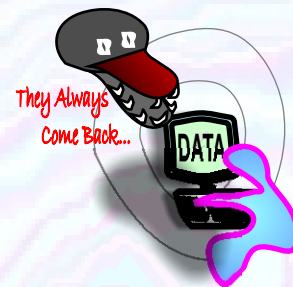


Avivah Litan
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Designates as "**Must Read**" Gideon Samid's latest book:

The Unending CyberWar



She Elaborates:

Gideon Samid's latest book on CyberSecurity is a 'must read' for both seasoned security professionals and novices caught in the 'unending CyberWar.' The author employs an innovative approach to his book, combining the hardcopy text with a companion cyber version that enables dynamic updates and non-linear traversal of the material as it continues to evolve. Combined with an interactive forum for public contributions, this book is sure to live on as an all inclusive tutorial and framework that will provide high value to security professionals for many years to come.

The book offers a pragmatic tutorial that gives an in-depth analysis of threat identification and responses. It also provides a valuable framework for developing and implementing effective response systems to particular threats, and covers technological and human aspects critical to success in defeating cyberthieves. Insightful discussions unearth the mysteries of complex technological concepts, such as cryptanalysis and multi-layer cryptography, for both the layman and the security expert. Exploration of hacker motivations and modus operandi further expand the security professional's ability to effectively fight the cybercriminals off. The book is rounded off by intriguing essays on cybercrime and more indepth coverage of relevant foundational technologies, security tools and products. All in all a comprehensive, engaging, readable, informative and dynamic piece of work that will give the 'good guys' the weapons and armor they need to win this war.

Avivah Litan is a Vice President and Distinguished Analyst in Gartner Research. Her area of expertise includes financial fraud, authentication, identity theft, fraud detection and prevention applications and other areas of information security and risk. She also covers payment systems and financial flows in the business-to-consumer and business-to-business markets

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