

GREGORY FALCO AND
ERIC ROSENBAACH

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CONFRONTING
CYBER RISK

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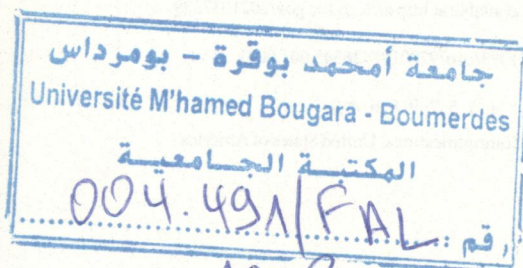
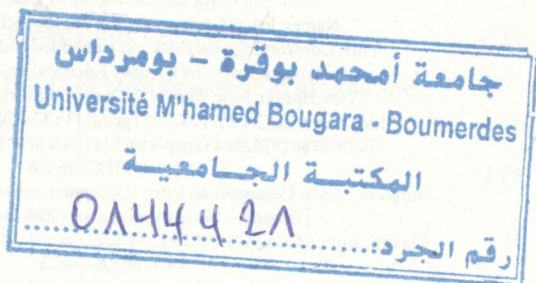
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AN EMBEDDED ENDURANCE
STRATEGY FOR CYBERSECURITY

Confronting Cyber Risk

*An Embedded Endurance Strategy for
Cybersecurity*

Gregory Falco and Eric Rosenbach



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"Confronting Cyber Risk presents a highly readable strategy for effectively managing cyber risk, with case studies and anecdotes from the front line. A must-read for senior executives."

Matthias Weber, former Chief Underwriting Officer, Swiss Re

CONFRONTING CYBER RISK is a practical leadership guidebook for improving organizational cybersecurity and mitigating cyber risk. Veteran cybersecurity experts Gregory Falco and Eric Rosenbach introduce the Embedded Endurance strategy as a systems-level approach to cyber risk management that addresses interdependent components of organizational risk and prepares organizations for the inevitability of cyber threats over the long term. Using real-world examples from SolarWinds to the Colonial Pipeline attack, the authors go beyond hardware and software to provide a thoughtful eight-step process for organizations to address the simultaneous operational, reputational, and litigation risks common to cyberattacks. They conclude with helpful "cryptograms" from the future, in which business leaders are confronted with the next generation of cyber risk challenges.

Clear and informative, *Confronting Cyber Risk* provides CEOs and cyber newcomers alike with a cutting-edge strategy to mitigate organizational risk in an evolving cyber risk landscape.

GREGORY FALCO is an Assistant Professor in the Department of Civil and Systems Engineering and the Institute for Assured Autonomy at Johns Hopkins University, a cybersecurity consultant to the World Bank, and Co-Founder of Accenture's IoT Smart City division.

ERIC ROSENBACH is Co-Director of the Belfer Center for Science and International Affairs at the Harvard Kennedy School and former "Cyber Czar," Pentagon Chief of Staff, and Assistant Secretary of Defense for the U.S. Department of Defense.

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