Turning Brand Affinity Into Measurable Business Outcomes

This post was created in partnership with Tunnl Tracking customer sentiment and creating feedback loops is essential in today’s marketing landscape, even for large legacy brands like Walmart. During a […] https://www.adweek.com/brand-marketing/turning-brand-affinity-into-measurable-business-outcomes/

How Brands Can Keep Up With the Speed of Culture

This post was created in partnership with Collectively Brands that can capitalize on cultural moments will find new ways to engage consumers, but how can they keep up while also […] https://www.adweek.com/brand-marketing/how-brands-can-keep-up-with-the-speed-of-culture/

A Winning Formula for Building Brand Trust

This post was created in partnership with Marketing Architects Brands need consumer trust to grow, but gaining and keeping it takes a careful strategy. During a Brandweek 2026 fireside

chat […]
https://www.adweek.com/brand-marketing/a-winning-formula-for-building-brand-trust/

Viewing Social Media as an Extension of Human Instinct

This post was created in partnership with Viral Nation While social media is constantly evolving, human nature hasn’t changed in millions of years. During a Brandweek 2026 session co-hosted by […]
https://www.adweek.com/social-marketing/viewing-social-media-as-an-extension-of-human-instinct/

CISO Conversations: Noopur Davis – The Accidental Global CISO at Comcast

Noopur Davis never planned a career in cybersecurity. She was a developer at Intergraph, and for many years that was all she wanted to be.

The post CISO Conversations: Noopur Davis – The Accidental Global CISO at Comcast appeared first on SecurityWeek.

https://www.securityweek.com/ciso-conversations-noopur-davis-the-accidental-global-ciso-at-comcast/

Dragos Completes NetRise and runZero Acquisitions Following Accenture Deal

The transaction is part of the $4.1 billion deal in which Accenture acquired a majority stake in Dragos in an OT cybersecurity push.

The post Dragos Completes NetRise and runZero Acquisitions Following Accenture Deal appeared first on SecurityWeek.

https://www.securityweek.com/dragos-completes-netrise-and-runzero-acquisitions-following-accenture-deal/

Bitdefender crea una VPN per gli agenti AI

Forse in pochi ci avevano pensato, ma dal momento che gli agenti AI navigano sul Web per raccogliere informazioni e compiere operazioni per conto degli utenti, potrebbe essere una buona idea mascherarne le attività per evitare di fornire contesti non voluti a siti web e servizi di cui non sappiamo granché. Bitdefender ha infatti presentato […]

L’articolo Bitdefender crea una VPN per gli agenti AI proviene da Securityinfo.it.

https://www.securityinfo.it/2026/09/21/bitdefender-crea-una-vp

n-per-gli-agenti-ai/?utm_source=rss&utm_medium=rss&utm_campaign=bitdefender-crea-una-vpn-per-gli-agenti-ai

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RatHat Android Trojan Uses AI for Automation

The malware relies on AI for real-time device navigation and control, increasing adaptability and evasion.

The post RatHat Android Trojan Uses AI for Automation appeared first on SecurityWeek.

https://www.securityweek.com/rathat-android-trojan-uses-ai-for-automation/

Alex Cooper’s Unwell Adds 4 Shows, Prioritizing YouTube for Its Fall Slate

The fall slate arrives weeks after a $500 million valuation and lingering questions about its beverage line. https://www.adweek.com/media/unwell-alex-cooper-new-shows-youtube/

Rust Team Members and Popular Crate Owners Targeted via Video Calls

It’s unclear if the attacks are part of previous campaigns against Rust, but the techniques used by the attackers match those used by North Korea.

The post Rust Team Members and Popular Crate Owners Targeted via Video Calls appeared first on SecurityWeek.

https://www.securityweek.com/rust-team-members-and-popular-crate-owners-targeted-via-video-calls/