



BtoB Daily News Alert

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Daily News Alert
Business marketing news, trends and research

Computer Associates sponsors security eBook

Santa Rosa, Calif.--Realtimepublishers.com announced that Computer Associates International is sponsoring the company's latest eBook: "The Definitive Guide to Security Management." The eBook is intended to educate CIOs and information technology professionals on security. Taking a page from Dickens, the chapters will be published as they are written, with a new chapter being posted to CA's Web site, <http://ca.com/ebook>, every few weeks.

TechTarget hires away 'Computerworld' editor in chief, former IDG exec

Needham, Mass.--BtoB has learned that Computerworld Editor in Chief Maryfran Johnson is leaving International Data Group for TechTarget. She is slated to start next Tuesday and her title will be editor in chief. Former IDG executive Joe Levy, who used to run CXO Media at the company, joined TechTarget this week as exec VP.

[FULL STORY](#)

Newport names Mahoney president

Duxbury, Mass.--Newport Creative Communications, an advertising agency and fund-raising consultant, announced Kelly Mahoney has been appointed president. She succeeds Mike Walsh, who was promoted to chairman. Walsh will also retain the title of CFO. Mahoney was previously exec VP-managing director of relationship marketing at Boston-based Hill, Holliday.

Point Group taps Haney as exec VP-client services

Dallas--Point Group has named Jan Haney exec VP-client services. Haney was previously chief operating officer at Publicis Dialog, Dallas.

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