**Bloomsbury Academic Proposal Guidelines**

Thank you for thinking of approaching us with your proposal. Below are guidelines designed to help you put together the specific information we need to consider it for publication. They raise questions about the book, the market and the competition. Answering them as fully as you can allows us and the reviewers to understand what makes your proposal distinct. Please complete the relevant proposal form which you can download [here](https://www.bloomsbury.com/uk/academic/for-authors/submit-a-book-proposal/). You can find the Editor in your subject area [here](https://www.bloomsbury.com/uk/academic/for-authors/contacts-for-authors/)

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**Information about You**

**1. Your details**

1. Title, name and affiliation/job title together with your contact details. Please do not provide us with any sensitive personal data.

Dr. Danny Bruna

Doctor of Information Technology

**2. Biographical note:**

Please provide a short (up to 50 words) biographical note on your current position and any other positions or details of previous books that are relevant to the proposed project.

Include details of any personal websites or social media activity relevant for your book and its promotion.

A US Army veteran and holder of a Doctor of Information Technology with specialization in Information Assurance and Cybersecurity. Proficiently transitioned from armed security officer roles to becoming a skilled tech support professional at Best Buy's Geek Squad. A testament to dedication and adaptability in both military and tech sectors.

**Information about Your Book**

**1. Book Title and Subtitle**

Keep in mind this is how the world discovers your book.

Exploring Implementation of Wargaming Strategies Defense System Administrators

How will people will search for it?

Which 5 key words best describe your book, its subject and approach? Is there one key, critical phrase? Is your title already taken by a key competitor?

Does it clearly indicate what your book is about? Which course/s it might be used for?

Wargaming, data breaches, business administrators, cybersecurity, qualitative inquiry

**2. Summary**

Please supply a one-line description of the book summing up its scope and content. Please focus on what is unique about the book.

Research effort to gain knowledge by identifying wargaming strategies used to address cyber threats on business contractor networks.

**3. Description**

Please write a concise overview of the book in no more than 250 words.

Would people with only a basic knowledge of the field understand what this book is about from your description?

Will your text serve as a core/required text or as a supplemental/recommended one?

Remember this needs to be clear, informative and persuasive, suitable for use as the book’s marketing copy.

Please think about the type of descriptive copy which would make you want to purchase the book.

Unlocking Cyber Defense: A Comprehensive Study on Wargaming Strategies for Business Contractors

In an era dominated by technology, safeguarding business contractor networks against cyber threats has become a paramount challenge. This groundbreaking research project delves into the intricacies of wargaming strategies as a powerful tool to counter data breaches and cyber-attacks on these vital networks.

Problem: The modern landscape witnesses a persistent onslaught of cyber threats targeting business contractor computer networks. This capstone initiative stems from the crucial need to fortify these networks against such vulnerabilities. The research aims to empower systems administrators with the prowess of wargaming techniques.

Purpose: With a clear focus on business wargaming strategies, this research is a beacon of light in the ever-evolving domain of cybersecurity. It strives to explore and understand how defense contractors employ these strategies to erect digital fortresses against malicious cyber intrusions.

Method: Employing qualitative inquiry, this research project utilized semi-structured interviews via Interviews.com, coupled with an advanced artificial intelligence transcription service. Through this method, a nuanced understanding of wargaming strategies' nuances and implications was extracted. The six-phase thematic analysis technique provided a robust foundation for data interpretation.

Population: Ten proficient professionals, each holding a bachelor's degree in information technology and boasting at least three years of experience, formed the research participants' cohort. Their insights and experiences formed the bedrock for the subsequent findings.

Results: The data analysis bore witness to the emergence of five prominent themes: strategies, education, internal & external influence, wargaming, and tools. Additionally, two minor themes, values, and collaboration, surfaced, albeit with lesser prominence. These findings, drawn from the rich narratives of the ten participants, shed light on the multifaceted aspects of cyber defense strategies.

Implications/Practical Uses: The implications of this research ripple across various sectors. Business stakeholders, scholars, and practitioners can harness its qualitative insights to devise robust strategies against data breaches. Furthermore, the amalgamation of the Open Strategy and Cyber Wargaming frameworks stands as a practical approach to tackle emerging threats and vulnerabilities. Recommendations for future research efforts also reside within the themes of strategies, education, internal & external influence, wargaming, and tools, further illuminating the path toward fortified cyber defense.

In a world teeming with cyber perils, this research stands as a guiding light, empowering defenders of digital domains with knowledge and strategies to safeguard the very foundation of modern business networks.

**4. Detailed Description**

Please provide an overview of your proposed work, its rationale, approach, main themes and objectives.

Executive Summary

1.0 Problem. This project was part of a research effort to gain knowledge by identifying

wargaming strategies used to address cyber threats on business contractor networks. The general

problem addressed in this capstone project is data breaches and cyber-attacks on business

contractor computer networks. The specific business problem is the implementation of

wargaming within the business contractor networks by systems administrators.

2.0 Purpose. This capstone research project was aimed to explore business wargaming strategies

employed by business defense contractors.

3.0 Method. The research technique used for this capstone project was a qualitative inquiry. The

data collection consisted of semi-structured interviews using Interviews.com and an artificial

intelligence transcription service. An interview guide helped guide the process of qualitative

inquiry. The usage of open-ended interview questions along with six-phase thematic analysis

help in the data analysis process.

4.0 Population. The platform UserInterviews.com was used to recruit 10 professional

participants who met the project research inclusion criteria. The research population will be

information technology system administrators with a bachelor’s degree and a minimum

experience of three years.

5.0 Results. The results showed that five themes emerged from the data analysis. The five

themes were strategies, education, internal & external influence, wargaming, and tools. Two

minor themes emerged based on being less significant, central, and permanent. Values and

collaboration are the two minor themes. These five themes were discovered from 10 participant

transcripts.

**5. Key features**

Please highlight three key benefits the book offers.

Make these short, pithy and think: are these the three reasons why someone would read this book? Focus on what is unique about the book and include specific details. For example, information about case studies, topics or geographical areas covered in the book.

1. \*\*Strategic Armor Against Cyber Threats:\*\* Discover potent wargaming strategies to shield business networks, turning the tide against data breaches and cyber-attacks.

2. \*\*Insights from Real Defenders:\*\* Gain wisdom from IT professionals who unveil their battle-tested tactics, offering a unique perspective on fortifying digital landscapes.

3. \*\*Future-Ready Defense Blueprint:\*\* Unearth a practical blend of Open Strategy and Cyber Wargaming frameworks, equipping you to combat emerging threats and vulnerabilities with confidence.

**6. Table of Contents**

Please provide a detailed table of contents that include chapter sub-headings.

For contributed volumes, please include contributor names AND their affiliations.

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**7. Chapter by chapter descriptions**

Please provide detail on each chapter including a summary of content, angle, purpose and relevance.

Think about your descriptions as a whole: is there a logical progression?

**8. For Textbook proposals only: Additional Online Resources**

**If your book is intended as a textbook for use on undergraduate courses please think about any additional digital resources it might need.**

Would you plan for this book to have online resources?

We have a range of full-featured [Companion Websites](https://www.bloomsbury.com/uk/academic/online-resources-and-ebooks/companion-websites/) that accompany key textbooks and we can include links and audio/video content on the individual book page on the Bloomsbury website if appropriate. Please give details of any relevant learning and teaching resources you think will add value to your textbook. Possible resources might include PowerPoint slides, videos, multiple choice questions and links to useful websites.

**9. Word count**

Please give the anticipated length of the final manuscript, to the nearest 5,000 words (including notes and bibliography).

Please include details and approximate word length of Companion Website resources if appropriate.

33261

**10. Submission date**

Please give a realistic date by which you would expect to be able to deliver the complete draft manuscript and any companion website materials, if relevant.

October 2023

**11. Additional information**

For textbooks, please provide details of the pedagogical features you plan to include. For example, will there be case studies, a glossary, further reading suggestions?

If you are including figures and illustrations, list the approximate number required including tables, charts, line diagrams and photographs (black and white and/or colour).

Do you require the book to be made Open Access as part of our Bloomsbury Open programme (monographs and edited collections only)? If so, please provide details. Further information on our Open Access policies can be found [here](https://www.bloomsbury.com/media/n2npm1xa/boa_author_guide_july_2022.pdf)

Is your book being proposed for a series? Please explain why it is suitable for this series.

Please give any further information that may affect our decision: Has any of the material been published before? If so, what proportion of the proposed book, and where has it been published?

**12. Comparable titles suggestions**

Would you be able to identify 5 publications (books or journal articles) which are situated in the field of research of your book?

**13. Sample Material**

In addition to the information provided in this proposal, a sample chapter or sample of your writing at this point, would also be helpful. If you’re unable to supply this now, you may be asked to supply this at a later stage.

For textbooks we will usually require a complete sample chapter including examples of each of the pedagogical features you plan to include.

1.2.1 Problem of Practice

The general business problem is data breaches and cyber-attacks on business contractor

computer networks. Chua (2021) provided evidence of phishing attacks, ransomware, and cyberattacks that destructively affected the U.S. Department of Health and Human Services (HHS).

The lack of security measures to protect against cyber-attacks annually on the federal business

government's information technology infrastructure has a negative impact. Excessive cyberattacks devastatingly influence the financial, economic, political, and military systems. In terms

of billions of dollars of intellectual property, data assets have been subject to cyber breaches on

unarmed and noncombatant networks (Kalakuntla et al. (2019). The unarmed networks will be

described as civilian and noncombatant networks identified by commercial contractor systems.

The general issue continues with foreign actors engaging in daily data breach infiltration.

Ii (2020) provided evidence of Russian nationals' exhaustive cyberattacks against election

software contractors. Russian nationals and companies have posed as legitimate software

companies to gather national intelligence. Federal software contractors' poor security standards,

compromised products, and compliance have led to increased infiltration by foreign actors. The

infiltration adversely affecting contractors' systems is a reason to sound the alarm and bring

resources to solve the issue. As a result of cyber-attacks, executives are not surprised that foreign

adversaries from China, Russia, and Iran have relentlessly engaged in cyber breaches (Mueller,

2018). The cyber-breaches are against the United States military and business contractor

networks. A significant number of unique cyber-attacks can focus on a particular agenda for

specific financial, economic, and political motives. The motivations of military, civilian, or

professional contractor possibilities are damaged by exclusive data breaches in explicit scenarios.

The specific management problem is the implementation of wargaming within the

business contractor networks by systems administrators resulting in data breaches, cyberattacks, and incident-handling processes (Caron, 2021). One research project focused on

developing historical capturing the flag benchmarks to train administrators on the critical aspects

of defense and offense cyber wargaming as a tool to address data breaches (Curry & Drage,

2018). Cyber wargaming is a remarkable virtual tool used in exclusive behaviors to assess data

breaches. The military and business contractor sectors share close relationships that cyber data

breaches have shown adverse effects. Richard Ledgett, former deputy director of the National

Security Agency (NSA), former CIA director Michael Hayden and US Strategic Command

James Ellis stated that state actors have the utmost capability of engaging in strategic cyberattacks against the United States defense infrastructure (Smeets, 2018). The United States head

of state is in commotion that cyber weapons have been viewed as special weapons. These special

weapons are adversary attacks similar to July and August 2008 in which Russia launched a

distributed denial of service attack-attack against Georgia's network. A data breach attack

focused on Georgian news and government websites.

The poor level of compliance between the military and business contractor networks has

exposed gaps in cybersecurity management. According to an indictment and a U.S. Securities &

Exchange Commission ("SEC") United States v. Iat Hong civil case, three Chinese nationals

hacked computers that contained information related to high-profile merger-and-acquisition

("M&A") transactions (Trope, 2019a). Client trade secrets, financial, healthcare, and law

enforcement records across business contractor networks are prime for data breaches from

Chinese hackers because of the gaps in cybersecurity management. Consequently, the definite

organizational issue is the implementation of wargaming within the business and occupational

contractor networks by systems administrators.

**14. Other submissions**

Please let us know whether you have submitted, or intend to submit, this proposal elsewhere and, if so, to which publisher(s).

**Competition and Market**

**What is the market need for this book?**

**What unmet need does it fulfil for its readers?**

**What will they be able to achieve as a result of having read it?**

1. **Competing or Comparable Books**

Please provide the title, author, publisher, date of publication and price of three to five comparable books that compete directly for a reader’s attention.

How do major competitors meet the needs of your target audience, and how do they fail to meet those needs? How will your book differ from its major competitors? How will it be similar? What are you doing that improves upon and sets your work apart from each of these books?

For textbooks, please list those texts that you think are the best sellers for the course where your book will be adopted, and those texts that you feel most closely resemble the text you are proposing. What are the strengths and weaknesses of the books yours would compete with or replace (including projects in development, if any)?

If there is no direct competition, explain why. Has the topic only been covered in a chapter elsewhere? Is this the first book-length treatment of it?

1. **Market and Readership**

What are the primary and secondary markets for your book?

Which institutions would be most interested in your book?

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Is it likely to have adoption potential for courses? If so, for which courses and at which level?

For textbooks, please specify the academic level e.g. introductory/advanced, 2nd/3rd year, undergraduate/postgraduate and identify any courses for which your book would be essential or recommended reading, giving specific examples (course names and titles) if possible.

For scholarly research and reference books, please give some information on the research context and any relevant organisations, associations and networks.

Please date your proposal and return to the relevant[**Editor**](https://www.bloomsbury.com/uk/academic/for-authors/contacts-for-authors/)

**Evaluating and Reviewing your Proposal**

Your proposed project will be evaluated first by the subject editor. They will consider how it fits with our current publishing plans and if a suitable market exists that we can reach before deciding to have it reviewed. If the proposal and accompanying material goes out for external review it will be sent to a minimum of two reviewers. The reviewers’ names will not be revealed. They will be asked to comment on the quality of the content, how it represents the research landscape, whether it is reflective of Bloomsbury’s commitment to diversity and on the potential audience of the proposed book. The length of the review process can vary depending on the project but we aim to have new proposals reviewed within three months. If the reviews are positive and there is evidence to support the need for the project, you will be asked to respond to the reviewers’ comments where needed.

The next step is for your proposal to be presented to our Publishing Board where it will be reviewed internally. We must have the approval of our Board before we can offer a contract for a new project.

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