

July 8, 2020



Highlights



The U.S. is “looking at” banning TikTok and other Chinese social media apps, Secretary of State Mike Pompeo told Fox News on Monday.

His comments come amid rising tensions between the U.S. and China and as scrutiny on TikTok and Chinese technology firms continues to grow. When asked in a Fox News interview if the U.S. should be looking at banning TikTok and other Chinese social media apps, Pompeo said: “We are taking this very seriously. We are certainly looking at it.”

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Inc.

Critical cybersecurity precautions to take while working from home. (Social Media)

Like many others, my company's entire team has been working from home for the last three months. It's difficult for many reasons, but I recently encountered one big, scary challenge I hadn't thought about: cybersecurity. That's the scary part--it's not top of mind until something goes wrong. Within the last couple of months, my team realized we were receiving more and more phishing attempts. They looked like emails with subject lines that

Covid-19 antibody test" or "The WHO says we may all be carriers," followed by a link to click or an attachment to open to learn more. Luckily, my team caught these attempts without opening anything that compromised our data, but the experience left me with an uneasy feeling that we were somehow more vulnerable than usual.

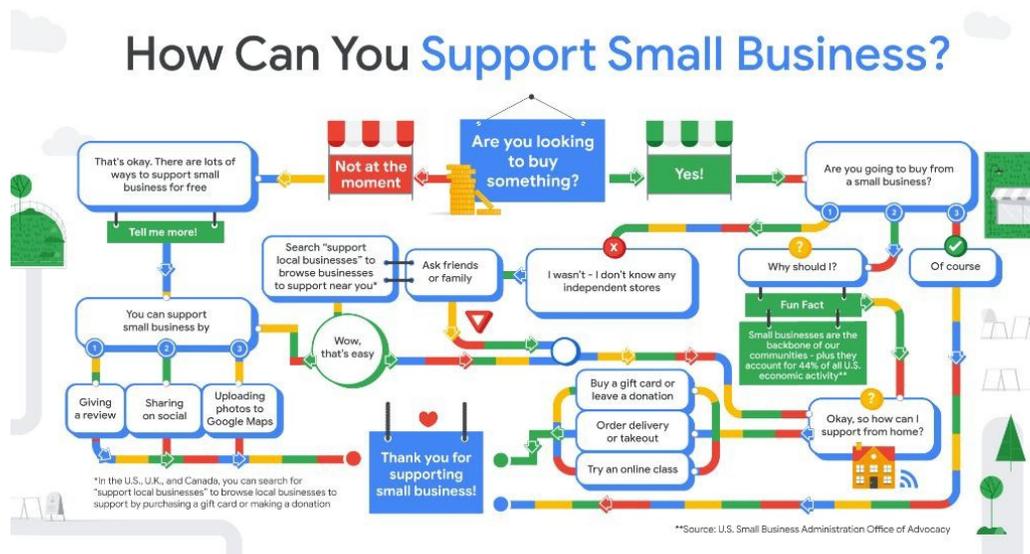
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CARES Act expires on July 31st. Review what benefits are ending. (Social Media)
Multiple benefits that were developed to ease the financial strains on Americans during the coronavirus pandemic will end before July 31, leaving millions of jobless or underemployed Americans wondering what will happen next. The CARES Act, which was signed into law on March 27 by President Donald Trump, provided benefits like enhanced unemployment payments to supplement lost income from layoffs. It also includes a clause to delay evictions for 120 days.

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Did You Know...



[QR Codes seeing a resurgence with retailers with need for contactless payments.](#)



[Good data matters more than the hottest algorithm.](#)



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All 4 major U.S. sports leagues could intersect in September, which could make the demand on sports radio lead to a surge in demand for advertisers.



Instagram is expanding its eCommerce functionality.



Waze adds new features to the app.



Chrome update should extend battery life by up to 2 hours.



Customer first experiences lead to an app makeover for Sephora.



Uber is acquiring Postmates; cutting the major competitors to Uber, DoorDash and Grubhub.



Companies must step up diversity efforts.



Creating virtual marketing campaigns to engage customers.



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