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Internet Vigilantism and Ashley Madison: Rebranding After a Cyberattack

Author: [Karen Robson](#) & [Leyland Pitt](#)
Publisher: [SAGE Publications: SAGE Business Cases Originals](#)
Publication year: 2018 | Online pub date: January 02, 2018
Discipline: [Marketing](#), [Customer Relationship Management](#), [Marketing Ethics](#)
Contains: Teaching Notes
Length: 2,870 words
DOI: <http://dx.doi.org.proxy.lib.sfu.ca/10.4135/9781526438348>
Keywords: [branding](#), [class action lawsuits](#), [cybersecurity](#), [hacking](#), [information security](#), ...
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Abstract
Avid Life Media was the parent company of a number of dating websites, including

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