

Waging the War Against Spam



The statistics are bleak, but far from surprising. According to a report released in the spring of 2007, American businesses spend a whopping \$712 per worker, per year, in the battle against spam.

"This isn't just a technology problem," says Rebecca Wettemann, vice president at Massachusetts-based Nucleus Research, the firm that authored the report. E-mail has become such an integral part of how businesses operate that spam "is now a business problem."

And the good guys aren't winning. "The best VC money that has been thrown at developing filtering technology has not met the mark yet," she says.

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