Countering Counterfeit Trade: Illicit Market Insights, Best-Practice Strategies, and Management Toolbox

Thorsten Staake, Elgar Fleisch

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The book constitutes a unique combination of in-depth insights into the counterfeit market, best-practice strategies, novel management tools, and product protection technologies. It provides both the insights required to develop effective brand and product protection strategies, and the insights that are required to effectively respond to counterfeit trade. Key benefits are the unbiased analysis of the counterfeit market, the strong focus on assisting practitioners to deal with the challenge, and the high standard of research that supports the presented findings.

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