

Ludovica Cesaro

Counterfeiting and Piracy A Comprehensive Literature Review

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Handbook of Research on Counterfeiting and Illicit Trade Peggy E. Chaudhry, 2017-07-28 This unique Handbook provides multiple perspectives on the growth of illicit trade primarily exploring counterfeits and internet piracy It includes expert opinion on a wide range of topics including the evaluation of key global enforcement issues government and private sector agency initiatives to stifle illicit trade and the evolution of piracy on the internet The authors also assess the efficacy of anti counterfeiting strategies such as targeted consumer campaigns working with intermediaries in the supply chain authentication technology and online brand protection

Counterfeiting and Piracy Ludovica Cesareo, 2015-11-06 This book aims to identify analyze and systematize the available research on counterfeiting and piracy published over a thirty five year time span 1980 2015 in order to highlight the main trends in the illicit trade literature propose suggestions for managers battling against illicit trade and provide a starting point for future research Counterfeiting and piracy i e the violation of intellectual property rights IPRs including trademarks copyright and patents have been investigated across a multitude of fields from ethics to marketing from law to business from criminology to psychology While the number of contributions has been substantial research on both demand and supply has been fragmented and has at times yielded contradictory results In addition the lack of an extensive interdisciplinary and up to date literature review has made it hard to fully understand what aspects of the phenomenon need further clarification in order to stem consumer demand and provide meaningful suggestions to companies combatting illicit trade daily A systematization of the existing literature is absolutely paramount and this need is fully met by this book

A New Framework For Combating Piracy And Counterfeiting Jörg Drischel, 2004-07-11 Master s Thesis from the year 2004 in the subject Business economics Business Management Corporate Governance grade 72% University of the West of England Bristol Bristol Business School MSc International Management language English abstract This study deals with the growing problem of piracy and counterfeiting successful companies have to face nowadays The aim of the study is to recommend suitable strategies that victim companies should adopt in reaction to Intellectual Property Rights IPR infringement and trademark counterfeiting In order to formulate appropriate strategies one must first gain an understanding of the rationale behind counterfeiting for both producers as well as purchasers It is also imperative to distinguish between different types of counterfeiting as some types certainly have a greater potential for harm Each category requires a different approach A look into buyer behaviour is necessary in order for firms to be able to formulate a successful anti counterfeiting advertising campaign and to target the right audience as well as an investigation into the varying vulnerability to counterfeiting of different product categories Companies as well as society as a whole are plagued by a phenomenon that is clearly not yet receiving the attention it deserves Theft is a problem for every employer It occurs in shops where would be customers shoplift but it does not stop there Employees stealing company property is a much bigger problem This does not merely refer to a company s own workforce but also everyone at any stage of the supply chain The

trend toward outsourcing certainly has not helped as it is difficult enough to keep an eye on your own workforce without having the additional problem of policing the supply chain Products can and do go missing due to theft The phenomenon this study investigates is not conventional theft but rather theft of a different sort theft of intellectual property and counterfeiting Piracy and counterfeiting are not theft of finished products but of ideas inventions creations and discoveries which are protected by trademarks patents and copyrights Internet Book Piracy Gini Graham Scott,2016-03-22 The international battle against Internet pirates has been heating up Increasingly law enforcement is paying attention to book piracy as ebook publishing gains an ever larger market share With this threat to their health and even survival publishers and authors must act much like the music film and software giants that have waged war against pirates for the past two decades Now The Battle against Internet Piracy opens a discussion on what happens to the victims of piracy Drawing from a large number of interviews from writers self publishers mainstream publishers researchers students admitted pirates free speech advocates attorneys and local and international law enforcement officials the text speaks to such issues as Why pirates have acted and how they feel about it The conflict over constitutional rights and piracy The current laws surrounding Internet piracy Examples of cases taken against some pirates Alternatives to piracy Personal experiences of being ripped off The ways piracy affects different industries and how they ve responded Author Gini Graham Scott prepares readers to arm themselves against these modern perils by learning about copyright infringement and how to prevent combat and end book piracy Allworth Press an imprint of Skyhorse Publishing publishes a broad range of books on the visual and performing arts with emphasis on the business of art Our titles cover subjects such as graphic design theater branding fine art photography interior design writing acting film how to start careers business and legal forms business practices and more While we don t aspire to publish a New York Times bestseller or a national bestseller we are deeply committed to quality books that help creative professionals succeed and thrive We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers **Traffic Report** ,2011 Enforcement Measures Against Counterfeiting and Piracy ,1998

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