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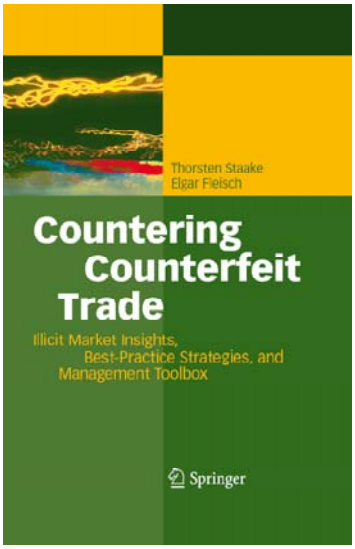

Countering Counterfeit Trade

Illicit Market Insights, Best-Practice Strategies, and Management Toolbox

This book provides the know-how that is required to successfully respond to counterfeit trade. It constitutes a unique combination of in-depth insights into the counterfeit market, best-practice strategies, novel management tools, and product protection technologies. The book thereby aids the definition and implementation of market monitoring, reaction, and prevention strategies. Key benefits are the unbiased analysis of the supply and demand-side of the illicit market, the strong focus on assisting practitioners to deal with the challenge, as well as the high standard of research that supports the presented findings.

- Identifies the dominant strategies of counterfeiters and describes how companies can leverage the related strengths and weaknesses
- Describes how to quantify the market share of counterfeit goods and the effects on individual companies
- Outlines best-practice monitoring, reaction, and prevention measures and helps to establish the organizational structure and tactic knowledge to fight counterfeit trade
- Discusses the effectiveness of brand protection technologies and the value of RFID to tackle the problem

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