

Fighting Brand Counterfeiting in E-Commerce



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Reviews

It is an awesome book that we have possibly go through. It is actually written in straightforward words and phrases and not confusing. It is extremely difficult to leave it before concluding, once you begin to read the book.

(Tierra Kunde)

FIGHTING BRAND COUNTERFEITING IN E-COMMERCE



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GRIN Verlag. Paperback. Book Condition: New. Paperback. 126 pages. Dimensions: 8.2in. x 5.8in. x 0.3in. Diploma Thesis from the year 2006 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1, 3, University of applied sciences, Neuss, 146 entries in the bibliography, language: English, abstract: . . . In the following first chapter of the study, a few basic remarks on brands and Ecommerce are first considered. In addition, the concept of brand and its functions are presented, followed by an overview of the development and use of eBusiness in general. After a brief description of the Nike brand in the second section, the following chapter provides a concrete account of brand and product piracy. Forms in which fake products appear, strategies of counterfeiters, causes and effects are explained. Particular emphasis is placed on the factor of the Internet and the effect of online auction houses as well as the problem of piracy for the Nike brand. . . . The fourth part presents possibilities and measures for fighting brand and product piracy. This includes, as a first step, becoming aware of the problem and recognizing the potential danger for a company. Following recognition of the problem of piracy, the second step is implementing suitable response measures. In addition to the legal situation and international approaches, measures for protecting the value added chain are discussed together with specifically adapted responses of different areas of companies such as Research and Development, Marketing, and Sales. Measures involving company strategies and policies are also considered. The last step deals with some concrete recommendations for how to deal with the problem from the point of view of Nike, which serves as a focus in developing methods for such areas as working together with government authorities, strengthening communication and security,...



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