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Autore	Barnett David N
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Nota di contenuto	<p>Intro -- Contents -- Information boxes -- About the author -- Acknowledgements -- Overview -- 01 Introduction -- 1.1 Background -- 1.1.1 The growth of the internet -- 1.1.2 The importance of online brand protection -- 1.1.3 Other areas for consideration -- 1.2 Internet technology - basic principles -- 1.3 Online brand protection - basic principles -- 02 Domain names -- 2.1 Domain-name ownership -- 2.2 Domain-name brand protection -- 2.3 Examples of domain-name abuses -- 2.4 Domain-name detection -- 2.5 Domain-name enforcement -- 03 General brand use and abuse -- 3.1 Introduction -- 3.2 Key categories of brand use or misuse -- 3.2.1 Brand seeding -- 3.2.2 Logo use and abuse -- 3.2.3 Site framing -- 3.2.4 Appearance of corporate e-mail addresses -- 3.2.5 Claims of affiliation -- 3.2.6 Customer comment and activism -- 04 e-Commerce activity and marketplaces -- 4.1 e-Commerce monitoring -- 4.2 Examples of probable infringing marketplace listings -- 4.3 Marketplace monitoring -- 4.4 Marketplace enforcement -- 05 Social media -- 5.1 Introduction -- 5.2 Key sites -- 5.3 Examples of brand infringements on social media -- 5.4 Social media enforcement -- 06 Online fraud -- 6.1 Phishing -- 6.1.1 Introduction -- 6.1.2 Phishing examples -- 6.1.3 Phishing detection and enforcement -- 6.2 '419' scams -- 6.2.1 Introduction -- 6.2.2 Monitoring and enforcement -- 6.3 Malware and fraud -- 6.4 Other monitoring -- 07 Digital piracy -- 7.1 Overview -- 7.1.1 Peer-to-peer (P2P) file-sharing -- 7.1.2 Cyberlockers -- 7.2 Piracy detection -- 7.3 Piracy enforcement -- 08 Mobile apps -- 8.1</p>

Introduction -- 8.2 Mobile app monitoring and enforcement -- 09
Sponsored-ad monitoring -- 9.1 Introduction -- 9.2 Sponsored-ad monitoring and enforcement -- 10 Affiliate monitoring -- 10.1 Affiliate marketing programmes -- 10.2 Brand protection across affiliate networks.
10.3 Brand infringements on affiliate sites -- 11 'Deep' and 'Dark' Web -- 11.1 Introduction -- 11.2 Tor -- 11.3 IRC -- 12 Additional and future areas of interest -- 12.1 Bespoke, specialized or manual services -- 12.2 Current and future developments -- Appendix A Glossary of key terms -- Appendix B Examples of potential brandinfringements -- B.1 Introduction -- B.2 Luxury goods brand: L'Oreal (cosmetics) -- B.3 Financial services brand: Bank of America (banking) -- B.4 Educational institution: Macquarie University, Australia -- Appendix C Sample enforcement notices -- C.1 Introduction -- C.2 Enforcement notice templates -- Appendix D Rules languages - basic principles -- D.1 Introduction -- D.2 General functionality -- D.3 Sample rules -- Appendix E Internet technologies - additional technical detail -- Index.

Sommario/riassunto

Exploring the full spectrum of Internet infringement, monitoring and enforcement, this book gives readers an overview of the threats most commonly faced by brands today.
