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Titolo	Protecting your intellectual property rights : understanding the role of management, governments, consumers and pirates // Peggy Chaudhry, Alan Zimmerman
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Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Dedication -- Acknowledgments -- Preface -- Introduction -- The global growth of counterfeit trade -- The supply of counterfeit trade: the problem countries -- Modeling the intellectual property rights environment -- The demand for counterfeit trade: consumer complicity -- The use of anti-piracy marketing techniques to educate the consumer -- Changing Trade Policy: The EU and US Bolster Protection of Intellectual Property Rights -- Government and Industry Led Operations to Curb Counterfeit Trade -- The special case of China -- Internet Piracy: The Virtual Marketplace for Counterfeit Goods -- Managerial counterattack: traditional and novel anti-counterfeiting strategies -- The future: will the piracy paradox persist? -- References.
Sommario/riassunto	Counterfeit products represent a growing problem for a wide range of industries. There are many estimates of the size of this problem most of which coalesce around \$500-billion annually on a global basis. Overall, a wide range of industries agree that there is a severe problem with the global protection of intellectual property rights (IPR), yet, there have been virtually no attempts to describe all aspects of the problem. This book aims at giving the most complete description of various characteristics of the intellectual property rights (IPR) environment in a global context. The authors believe a holistic understanding of the problem must include consumer complicity to purchase counterfeit, actions of the counterfeiters (pirates) as well as actions (or inaction) by

home and host governments, and the role of international organizations and industry alliances. Only after establishing how all the actors in the IPR environment relate to one another can we describe global protection of the intellectual property rights environment and the managerial response of IPR owners and/or industry associations to combat this ongoing problem. The book will conclude with pragmatic recommendations for protecting intellectual property given the recent trends discussed in the previous chapters, making it of interest to practitioners and policy-makers alike. "Authoritative, timely, and thought-provoking, Chaudhry and Zimmerman did it again. If you are interested in the latest developments in IPR around the world, you need to arm yourself with the insights contained in this immensely useful book." - Mike W. Peng, Jindal Chair of Global Strategy, University of Texas at Dallas and author of *Global Business*, *Global Strategy*, and *GLOBAL* "Chaudhry and Zimmerman's work is comprehensive and research-based, but very accessible to the reader. This book will be of interest to lawyers, as well as corporate managers, seeking to understand the dynamics of the illicit trade in consumer goods." - Tom Snelling, Partner, Freshfields Bruckhaus Deringer LLP.
