Record Nr. UNINA9910777370803321 Autore Tian Kelly **Titolo** Customer fraud and business responses [[electronic resource]]: let the marketer beware / / Kelly Tian and Bill Keep Westport, Conn., : Quorum Books, 2002 Pubbl/distr/stampa 1-4294-7544-7 **ISBN** 0-313-07592-1 Descrizione fisica 1 online resource (269 p.) Altri autori (Persone) KeepBill Disciplina 658.4/73 Retail trade - Security measures - United States Soggetti Business losses - United States - Prevention Inventory shortages - Prevention Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Description based upon print version of record. Note generali Nota di bibliografia Includes bibliographical references (p. [239]-248) and index. Nota di contenuto CONTENTS: ILLUSTRATIONS: PREFACE: I THE EMERGENCE OF CUSTOMER FRAUD ACTIVITY; 1 LET THE SELLER BEWARE; 2 THE SOCIAL **ENVIRONMENT THAT ENCOURAGES CUSTOMER FRAUD: 3 CUSTOMER** FRAUD AS A FORM OF RESISTANCE TO MODERN BUSINESSES; II CUSTOMER FRAUD ACTS; 4 PRODUCT ACQUISITION FRAUD; 5 PRODUCT RETURN FRAUD; 6 SERVICE ACQUISITION FRAUD; 7 FRAUD IN THE USE OF SALES PROMOTIONS; 8 FRAUD IN NEGOTIATIONS; 9 FRAUD FACILITATED BY EMPLOYEES; 10 SUMMARY OF MANAGERIAL INSIGHTS SUGGESTED BY CUSTOMER FRAUD ACTS; III HOW CUSTOMER FRAUD ACTS SUCCEED; 11 MARKETERS' PRACTICES THAT ARE VULNERABLE TO **CUSTOMER FRAUD** 12 CUSTOMERS' FRAUD METHODS THAT PREY ON MARKETERS' VULNERABILITIESIV THE SEQUENCE OF EVENTS LEADING TO CUSTOMER FRAUD AND TO REPEAT FRAUD; 13 CUSTOMERS' FIRST THOUGHTS OF COMMITTING FRAUD: 14 CUSTOMERS' POST- FRAUD FEELINGS. JUSTIFICATIONS, AND DISCUSSIONS WITH OTHERS: 15 MANAGERIAL INSIGHTS SUGGESTED BY THE PROCESS OF COMMITTING CUSTOMER

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