1. Record Nr. UNINA9910822688403321 Autore Tian Kelly **Titolo** Customer fraud and business responses : let the marketer beware / / Kelly Tian and Bill Keep Westport, Conn., : Quorum Books, 2002 Pubbl/distr/stampa **ISBN** 1-4294-7544-7 0-313-07592-1 Edizione [1st ed.] Descrizione fisica 1 online resource (269 p.) Altri autori (Persone) KeepBill Disciplina 658.4/73 Soggetti Retail trade - Security measures - United States Business losses - United States - Prevention Inventory shortages - Prevention Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Description based upon print version of record. 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

REFERENCES; INDEX

INSIGHTS SUGGESTED BY THE PROCESS OF COMMITTING CUSTOMER FRAUD; APPENDIX: GETTING CUSTOMERS TO DISCLOSE FRAUD STORIES;