



Fighting Brand Counterfeiting in E-Commerce

By Annika Kristin Baiker

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...



READ ONLINE

[1.18 MB]

Reviews

It is a single of my favorite pdf. Yes, it is engage in, still an amazing and interesting literature. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- **Dr. Keeley Windler**

The book is fantastic and great. It generally does not expense excessive. Its been designed in an exceptionally easy way and it is simply right after i finished reading through this book by which really changed me, change the way i think.

-- **Adolfo Lindgren**

Other Kindle Books



Scala in Depth

Manning Publications. Paperback. Book Condition: New. Paperback. 304 pages. Dimensions: 9.2in. x 7.3in. x 0.8in.Summary Scala in Depth is a unique new book designed to help you integrate Scala effectively into your development process. By presenting the emerging best practices and designs...



Silverlight 5 in Action

Manning Publications. Paperback. Book Condition: New. Paperback. 1000 pages. Dimensions: 9.2in. x 7.3in. x 2.0in.Summary A thorough revision of the bestselling Silverlight 4 in Action. This comprehensive guide teaches Silverlight from the ground up, covering all the new v. 5 features in...



Good Night, Zombie Scary Tales

Feiwei & Friends. Paperback. Book Condition: New. Iacopo Bruno (illustrator). Paperback. 112 pages. Dimensions: 8.2in. x 5.4in. x 0.2in.Welcome. Have a seat. Ignore the shambling undead outside. Let us tell you a story. But be warned. Good Night, Zombie isnt just any...



Memoirs of Robert Cary, Earl of Monmouth

BiblioLife. Paperback. Book Condition: New. This item is printed on demand. Paperback. 142 pages. Dimensions: 8.0in. x 5.0in. x 0.3in.The Author of the Memoirs. The Memoirs here presented to the reader may be said to combine every interest which can attach to...



Lans Plant Readers Clubhouse Level 1

Barron's Educational Series. Paperback. Book Condition: New. Paperback. 24 pages. Dimensions: 8.9in. x 5.7in. x 0.3in.This is volume six, Reading Level 1, in a comprehensive program (Levels 1 and 2)for beginning readers. Two nine-book sets teach reading to children from preschool to...



The Day I Forgot to Pray

Tate Publishing. Paperback. Book Condition: New. Paperback. 28 pages. Dimensions: 8.7in. x 5.8in. x 0.3in.Alexis is an ordinary five-year-old who likes to run and play in the sandbox. On her first day of Kindergarten, she makes her first school-aged friend, Elizabeth, and...