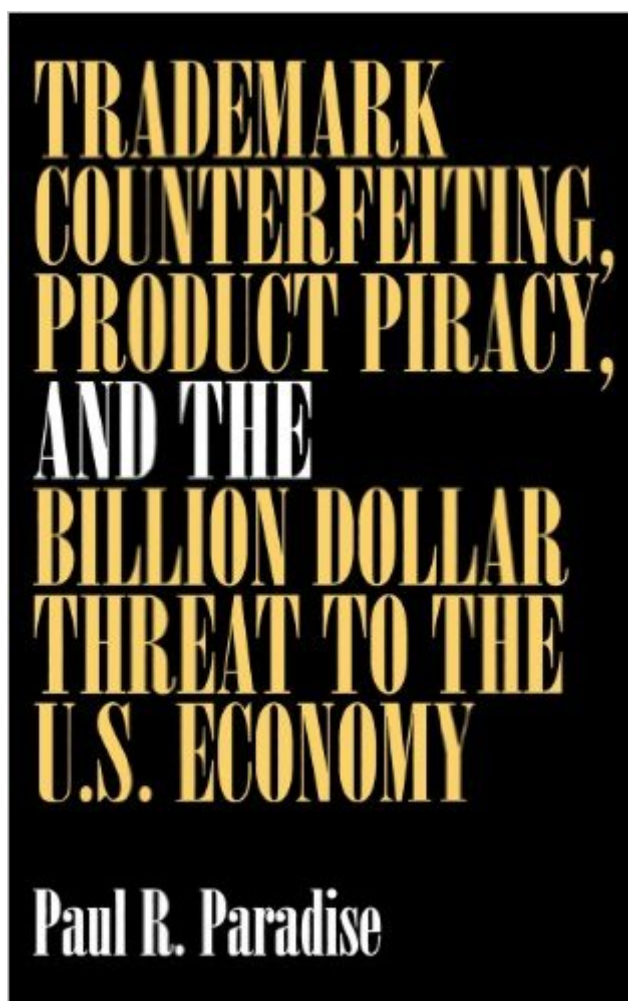


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Trademark Counterfeiting, Product Piracy, And The Billion Dollar Threat To The U.S. Economy



Synopsis

Called the business crime wave of the 21st century, trademark counterfeiting and product piracy are worldwide in scope and cost the U.S. economy billions of dollars every year. High technology and the globalization of business have made it possible to counterfeit and pirate a seemingly limitless number of products, from t-shirts, designer jeans, films and books to auto and airplane parts, and prescription drugs. The 1995-1996 trade dispute between the U.S. and China shows how serious the problem has become for American business and for U.S. diplomatic relations. Paradise explores the history of counterfeiting and piracy, shows how they are done, and the strategies that U.S. businesses are using to combat them. With interviews, commentary, and anecdotes by corporate attorneys, business leaders, and private investigators, this well-written book is essential for anyone interested in the damage that violations of intellectual property law are inflicting on world trade and what is being done to stop it. Paradise lays out the problem in Chapter 1 with a clear explanation of the differences between trademarks, copyrights, and patents, and the laws covering each. In Chapter 2 he looks at the role played by organized crime, gray market goods, the lack of intellectual property laws, and ultimately the threat to U.S. business. He discusses the recent investigations and disputes with China, and its aftermath throughout Southeast Asia. Chapter 4 focuses on the knockoff, chapter 5 on street peddlers and flea markets (and how merchants are retaliating), and chapter 6 on the tracking of counterfeiters. The entertainment industries and the pharmaceutical industries are then closely examined. He follows with equally comprehensive (and chilling) studies of automobile and aircraft parts counterfeiting and piracy in cyberspace. Paradise ends with a look at what is being done to counteract the inroads that piracy and counterfeiting have made into the global economy, and offers a provocative call for more and better efforts in the future.

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Customer Reviews

A one-of-a-kind book! I've never seen any other book on the shelves that discusses this topic. Certainly not as thoroughly as Mr. Paradise covers it. It's obvious he's done his homework. The research and time spent talking to the experts is also apparent. I'm a librarian and I read a couple of hundred books a year so I don't waste any time on books I don't find interesting. I couldn't put this book down! Despite the catchy title this is a fun book to read. I'd recommend it to anyone interested in keeping abreast of current events of anyone who just wants to read a darned good book.

the definitive guide to commercial counterfitting available on the market. Paul really delivers the goods in this page turning expose'.

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