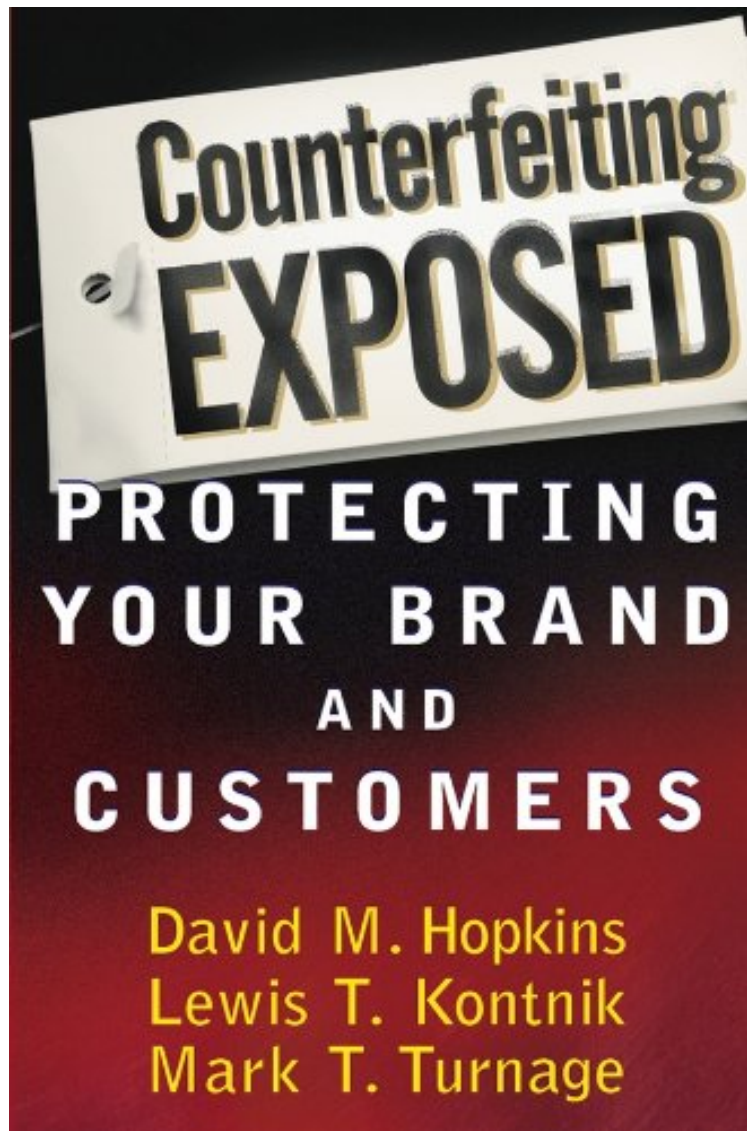


Counterfeiting Exposed: Protecting Your Brand and Customers

David M. Hopkins, Lewis T. Kontnik, Mark T. Turnage
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David M. Hopkins, Lewis T. Kontnik, Mark T. Turnage : Counterfeiting Exposed: Protecting Your Brand and Customers before purchasing it in order to gauge whether or not it would be worth my time, and all praised Counterfeiting Exposed: Protecting Your Brand and Customers:

1 of 1 people found the following review helpful. A handbook for businesses trying to understand how counterfeiting works By Chris Dillon I recently finished Counterfeiting Exposed, Protecting Your Brand and Customers. Unlike Knockoff, The Deadly Trade in Counterfeit Goods, which is a readable introduction to the subject, Counterfeiting Exposed is more of a handbook for businesses trying to understand how counterfeiting works, the damage it does to a brand, and how to stop counterfeiters. Counterfeiting Exposed includes a lot of useful information, including the names

of service providers and tables showing the return on investment that a company can realistically achieve with an anti-counterfeiting program. I had a couple of quibbles with the editing, though. References to the Virgin Group's "crossover from airlines to music" (page 33) might come as a surprise to anyone who followed the UK punk scene in its heyday. The authors also quote conflicting figures for Procter Gamble's counterfeiting losses, at one point saying PG was losing \$300 million a year in China, in another saying the company was losing \$150 million a year, overall. And many of the claimed counterfeiting losses are stated as a matter of fact, without any supporting data, which detracts from their credibility. These criticisms aside, *Counterfeiting Exposed* covers a lot of ground and is worth a look if you're planning a program to protect your brand. 2 of 2 people found the following review helpful. Practical steps to protect against fraud By Roy Becker If you think your product is immune to counterfeit, think again and read this book. It provides practical steps you can use to protect against this dangerous international problem. It is very insightful and thoughtfully written.

A clear and compelling guide to the complex world of counterfeiting This book provides readers with an overview of the complex subject of counterfeiting in the twenty-first century-not the traditional notion of counterfeiting fake currency, but the counterfeiting of luxury goods, pharmaceuticals, engine parts, etc. Filled with compelling stories such as how Glad trash bags have been faked as part of a scheme to launder drug money, this book offers real-world examples of how counterfeiting can occur and how readers can protect their products and brands from it. Leaving no stone unturned, this valuable resource also provides legal remedies, authentication guidance, and digital measures companies can use to fight the effects of counterfeiting on their bottom line. David M. Hopkins (Denver, CO) is Director of International Business Programs in the Daniels College of Business at the University of Denver. Lewis T. Kontnik (Greenwood Village, CO) is principal and founder of Reconnaissance International, the publisher of *Authentication News*, an international newsletter that covers counterfeiting prevention issues. Mark Turnage (Denver, CO) is the CEO of Applied Optical Technologies PLC, one of the largest providers of anti-counterfeiting technology to governments and companies worldwide.

"hellip;book would be a great beginning resource for anyone interested in learning more about the problem." (Security Management; 9/1/2004) From the Inside Flap The problem of product counterfeiting is well beyond the comparatively trivial point of Kate Spade handbags and Rolex wristwatches. Fake toys, liquor, software, personal care products, and art work have inflicted millions of dollars in losses on legitimate businesses, as well as serious personal injury, while counterfeit pharmaceuticals, auto and aircraft parts, and fertilizers have, in several documented cases, killed unwitting consumers. *Counterfeiting Exposed* details what businesses can do to protect themselves from this global, \$500 billion menace. The authors focus primarily on owners of intellectual propertyndash;ndash; brands, trademarks, patents, and copyrightsndash;ndash; and what they can do to combat counterfeiters and protect their intellectual capital. Proactive measures range from internal organization, legal action, and private investigators to the use of a variety of cutting-edge technological weapons for authenticating products. *Counterfeiting Exposed* also examines the intricately interwoven relationships between producers, consumers, governments, and societies and how counterfeiters profit at their collective expense. The authors have crafted a unique Harm Matrix, combining the degree of deception and the functionality of the fakes, to illustrate the impact of different kinds of counterfeiting schemes on the different classes of people. Chapters include: Creating and Protecting Brands Copyright and Digital Products The Economic Consequences of Counterfeiting The Social Consequences of Counterfeiting Organizing to Address the Problem What Governments and Multilateral Institutions Can (and Can't) Do The authors also include compelling case studies throughout the text to show the damage that counterfeiting typically inflicts. CEOs, CFOs, controllers, IP and corporate attorneys, and law enforcement officers will find *Counterfeiting Exposed* to be an essential resource for preserving brand and market share, protecting consumers, and combating crime. From the Back Cover Praise for *Counterfeiting EXPOSED* "This book is the bible on anticounterfeiting. It is everything a company or individual needs to enlighten and protect themselves from this ever-increasing crime." ndash;ndash; Frank W. Abagnale author of *Catch Me If You Can* and *The Art of the Steal* "This book tells you absolutely everything you need to know about the trade in fakes and what to do about it ndash;ndash; and then adds a bit more. It is immensely detailed, thoroughly researched, and well set out. Above all, it is readable and the ideas and information flow in an appropriately structured way. My copy will get dog-eared very quickly." ndash;ndash; John Anderson Chairman, The Global Anti-Counterfeiting Group