



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...



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