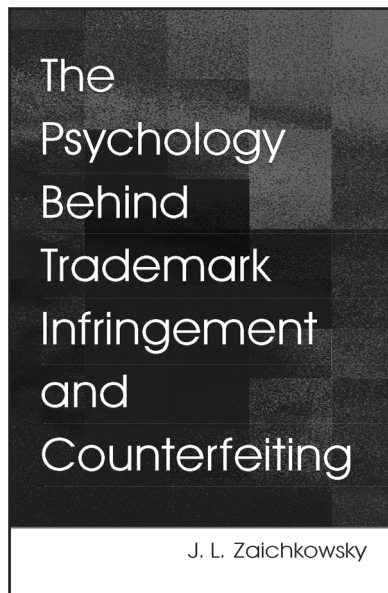


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The Psychology Behind Trademark Infringement and Counterfeiting By J.L. Zaichkowsky

“This book is an excellent addition to the current literature on Trademark Infringement and Counterfeiting (TIC) and will prove attractive to a wide array of audiences. In an era of changing markets and corporate frustrations with TIC, Zaichkowsky’s work is expected to have a long shelf life. Marketers need to read the informative book, and it is a “must read” for those grappling with TIC issues.”

— *Journal of Marketing Review*, April, 2007

“I really like this book. It brings together, all in one place, important information that is not available anywhere else. I especially like the combination from different sources: consumer behavior, branding, the law, marketing strategy, and competitive strategy.”

— *George Zinkhan, Terry College of Business, University of Georgia*

“This book represents the first academic treatment of brand trademark infringement from a consumer behavior perspective, and there are a number of new and unique ideas presented in the book.”

— *Julie Ruth, School of Business - Camden, Rutgers University*

As those involved in commerce are aware, preventing competitors and others from imitating successful brands is a difficult and costly task.

This book serves to inform the reader concerning complexities of the issues of brand imitation, integrating the disciplines of psychology, business, and law to the area of trademark infringement and counterfeiting. Principles and theories from psychology and how they are relevant to consumers’ perceptions in the marketplace are used to explain why competitors steal the intellectual property of another company or entity.

The possibility of brand imitation or counterfeiting should be contemplated in designing new products or brand packaging, just as it is in the printing of currency. It is the intent of **The Psychology Behind Trademark Infringement and Counterfeiting** to provide those involved in commerce with some understanding, some ideas, and perhaps some strategy for building differentiated brands that are easy to protect.

Brand managers, expert witnesses to trademark cases, intellectual property lawyers, and academics of consumer behavior and marketing will find this book useful to understanding consumer motives and processes of trademark infringement and counterfeiting. It could be used as a textbook in courses on marketing.

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