

Table of Contents

Foreword.....	v
Methodology	ix
Acknowledgements	xi
Organization of the Book	xiii

Part A Knowing the Enemy – The Mechanisms of Counterfeit Trade 1

1 An Introduction to Counterfeit Markets	3
1.1 The changing nature of counterfeit trade.....	8
1.2 A global problem – Frequently discussed, little understood	14
1.3 Counterfeiting is not parallel trade is not overproduction – Why a clear problem definition is needed	16
1.4 Academic publications on counterfeit trade	19
2 Understanding Counterfeit Supply	23
2.1 Strategies and production settings of counterfeit producers	23
2.2 Distribution channels and shipment strategies for illicit goods	35
2.3 Exploring the counterfeiters’ business case	41
2.4 Research on counterfeit supply	44
3 Counterfeit Demand and the Role of the Consumer	47
3.1 Consumer behavior in counterfeit markets.....	47
3.2 Developing brand- and product-specific consumer studies	56
3.3 Research in counterfeit demand	59

Part B Countermeasures – Best Practices and Strategy Development..... 67

4 Established Anti-counterfeiting Approaches – Best Practices	69
4.1 State-of-the-art in anti-counterfeiting	69
4.2 The characteristics of successful practices	77
4.3 Research on managerial and legal countermeasures	79
5 Implementing Anti-counterfeiting Measures	85
5.1 Monitoring processes.....	85
5.2 Reaction processes.....	91
5.3 Preventive measures	93
5.4 Organizational structure of anti-counterfeiting units	97

Part C Management Tools – Towards a Fact-based Managerial Approach.....	101
6 Determining the Market Share of Counterfeit Articles	103
6.1 A critique of existing statistics	104
6.2 Macroeconomic calculations	114
6.3 Microeconomic calculations.....	121
7 Implications for Affected Enterprises	125
7.1 Quantifying the loss of revenue.....	125
7.2 A model to assess the impact on brand value.....	133
7.3 Implications for quality costs, liability claims, and future competition	141
7.4 Positive effects of counterfeit trade.....	144
7.5 Research on the impact of counterfeit trade	146
Part D Product-protection Technologies	149
8 Principles of Product Security Features	151
8.1 Classification of protection technologies	151
8.2 Attack scenarios and their implications.....	155
8.3 Requirements for security features.....	157
9 The Potential of RFID for Brand- and Product-protection	161
9.1 An introduction to the Internet of Things.....	162
9.2 Technical principles of RFID technology	170
9.3 Solution concepts.....	177
9.4 Application scenarios	187
Part E Managerial Guidelines and Conclusions.....	197
10 Guidelines.....	199
11 Concluding Remarks	207
Appendix	209
List of References.....	211
List of Abbreviations.....	225
Index.....	227
About the Authors	231