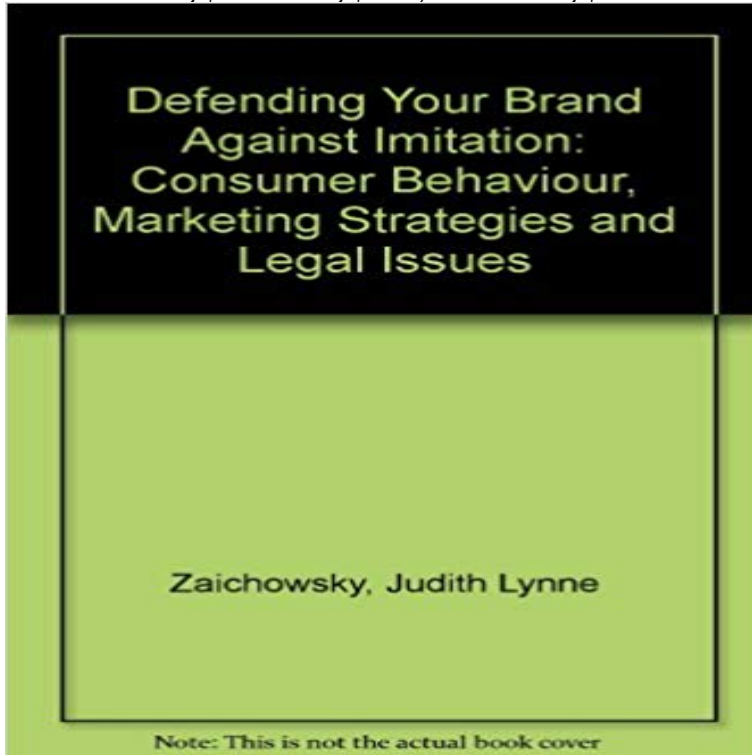


# Defending Your Brand Against Imitation: Consumer Behavior, Marketing Strategies, and Legal Issues



Brand imitation is widespread in today's marketplace and clearly a threat. The history of the problem and the reasons for it are explained for brand, marketing and other corporate managers. The book also offers advice on how to guard against brand imitation, and how to deal with legal implications.

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