



## **Brand Integrity: Strategies for Fighting Contraband and Counterfeit Goods**

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# Brand Integrity: Strategies for Fighting Contraband and Counterfeit Goods

## Brand Integrity: Strategies for Fighting Contraband and Counterfeit Goods

This book examines the different types of modern contraband activities, including counterfeiting, diversion of genuine products, and sales in so-called "gray markets." It discusses why and how products have become a part of the contraband trade, and it explores the specific private and public enforcement strategies that may be used to combat the unlawful trafficking in consumer goods.

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