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Provides a comprehensive, up-to-date, interdisciplinary literature review on counterfeiting and piracy; Offers a meta-analysis of quantitative and qualitative empirical papers, focusing on data collection methods, samples, industries, distribution channels, and analyses; Describes practical implications for managers battling illicit trade

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Counterfeiting and piracy are illicit activities infringing IPR (intellectual property rights). The market for counterfeit can be divided into two important submarkets.

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Counterfeiting and piracy are illicit activities infringing IPR (intellectual property rights). The market for counterfeit can be divided into two important submarkets. In the primary market, consumers purchase counterfeit products believing they have purchased genuine articles (deceptive counterfeiting). In the secondary market, consumers knowingly buy counterfeit products (nondeceptive counterfeiting).

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