

## The Knockoff Economy How Imitation Sparks Innovation

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### The Knockoff Economy How Imitation

In The Knockoff Economy, Kal Raustiala and Christopher Sprigman provocatively argue that creativity can not only survive in the face of copying, but can thrive. The Knockoff Economy approaches the question of incentives and innovation in a wholly new way--by exploring creative fields where copying is generally legal, such as fashion, food, and even professional football.

### The Knockoff Economy: How Imitation Sparks Innovation ...

Knockoff Economy: How Imitation Sparks Innovation. From the shopping mall to the corner bistro, knockoffs are everywhere in today's marketplace. Conventional wisdom holds that copying kills creativity, and that laws that protect against copies are essential to innovation--and economic success.

### Knockoff Economy: How Imitation Sparks Innovation by Kal ...

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### Amazon.com: The Knockoff Economy: How Imitation Sparks ...

The Knockoff Economy ranges from food to font design to football plays to finance, examining how and why each of these vibrant industries remains innovative even when imitation is common. There is an important thread that ties all these instances together -- successful creative industries can evolve to the point where they become inoculated against -- and even profit from -- a world of free and easy copying.

### The Knockoff Economy: How Imitation Sparks Innovation ...

The Knockoff Economy : How Imitation Sparks Innovation by Christopher Sprigman and Kal Raustiala (2015, Trade Paperback) The lowest-priced brand-new, unused, unopened, undamaged item in its original packaging (where packaging is applicable).

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September 10, 2012 • In The Knockoff Economy, Kal Raustiala and Christopher Sprigman say that in the world of fashion, copycats make styles go in and out of vogue faster. Copying breeds...

### The Knockoff Economy : NPR

The Knockoff economy. How Imitation SparkS Innovation. Kal Raustiala and chRisTopheR Jon sprigman. 3. RAUSTIALA-copyright- Revised Proof Iv May 31, 2012 5:48 AM. Oxford University Press, Inc., publishes works that further Oxford University's objective of excellence in research, scholarship, and education.

### The Knockoff economy - New York University

Raustiala is the co-author of a new book called The Knockoff Economy: How Imitation Sparks Innovation. He talks with NPR's Renee Montagne about who copies fashion designs, why it's legal and how...

### Why Knockoffs Are Good For The Fashion Industry : NPR

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### Amazon.com: Customer reviews: The Knockoff Economy: How ...

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