

## The Knockoff Economy How Imitation Sparks Innovation

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### The Knockoff Economy How Imitation

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. By uncovering these important but rarely studied industries, Raustiala and Sprigman reveal a nuanced and fascinating relationship between imitation and innovation.

### 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 ...

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. By uncovering these important but rarely studied industries, Raustiala and Sprigman reveal a nuanced and fascinating relationship between imitation and innovation.

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

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 ...

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

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### **[PDF] 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 Kal Raustiala, Christopher Sprigman 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.

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The Knockoff economy How Imitation Sparks Innovation Kal Raustiala and Christopher 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

### **The Knockoff economy - JIPEL**

The Knockoff Economy is about copying, and specifically about how copying, copyright, and creativity mix in a set of somewhat unusual industries—from fashion to food to football. Though our main focus is copyright, we also talk a bit about patent and other forms of intellectual property (IP).

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

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...

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

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**

How Imitation Sparks Innovation Kal Raustiala and Christopher Sprigman Highly engrossing and readable tour of the an important underside of the American economy Features wonderful stories about on fashion companies that specialize in knockoffs, coaches who copy plays from other teams, and comedians who lift jokes and routines from their rivals

### **The Knockoff Economy - Hardcover - Kal Raustiala ...**

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 that do not rely on legal monopolies, such as fashion, cuisine, and even professional football.

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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 eBook by Kal Raustiala ...**

The Knockoff Economy challenges the idea that copying and imitation pose serious barriers for industries. Instead, it uses concrete examples to demonstrate how, in an age where copying is easier than ever before, innovation is at its historical zenith.

### **The Knockoff Economy by Kal Raustiala and Christopher Sprigman**

An essay adapted from "The Knockoff Economy: How Imitation Sparks Innovation." Far from killing creativity, imitation spurs innovation in industries like fashion, finance and football, write Kal ...

### **In Praise of the Copycats: The Knockoff Economy - WSJ**

Christopher Jon Sprigman's book The Knockoff Economy: How Imitation Sparks Innovation suggests that copying in creative areas can promote innovation. Antitrust expert Eleanor Fox '61 received a Lifetime Achievement award from the Global Competition Review for her impact on competition policy.

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