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The Knockoff Economy Sparks How Imitation Sparks Innovation

Eventually, you will categorically discover a other experience and endowment by spending more cash. still when?

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that you require to
acquire those every
needs as soon as
having significantly
cash? Why don't you
attempt to acquire
something basic in
the beginning? That's
something that will
guide you to
comprehend even
more on the order of
the globe, experience,

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provocatively argue

that creativity can not

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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.

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Innovation. From the

shopping mall to the

corner bistro,

knockoffs are

everywhere in today's

marketplace.

Conventional wisdom

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Economy that copying
kills creativity, and
that laws that protect
against copies are
essential to
innovation--and
economic success.

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High fashion gave rise

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to the very term
“knockoff,” yet the
freedom to imitate
great designs only
makes the fashion
cycle run faster—and
forces the fashion
industry to be even
more creative. The
book carries the
analysis from food to
font design to football
plays to finance,
examining how and

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why each of these
vibrant industries
remains innovative
even when imitation is
common.

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food to font design to

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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

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against -- and even
profit from -- a world
of free and easy
copying.

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is generally legal such as fashion food and even professional football by uncovering these important but rarely

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