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# FIGHTING BRAND COUNTERFEITING IN E-COMMERCE



GRIN Verlag. Paperback. Book Condition: New. Paperback. 126 pages. Dimensions: 8.2in. x 5.8in. x 0.3in.Diploma Thesis from the year 2006 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1, 3, University of applied sciences, Neuss, 146 entries in the bibliography, language: English, abstract: . . . In the following first chapter of the study, a few basic remarks on brands and Ecommerce are first considered. In addition, the concept of brand and its...

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- Authored by Annika Kristin Baiker
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