

The Knockoff Economy How Imitation Sparks Innovation



The Knockoff Economy How Imitation

The Knockoff Economy NPR coverage of The Knockoff Economy: How Imitation Sparks Innovation by Kal Raustiala and Christopher Sprigman. News, author interviews, critics' picks and more.

The Knockoff Economy : NPR

The Knockoff Economy: How Imitation Sparks Innovation. High fashion gave rise 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. Raustiala and Sprigman carry their analysis from food to font design to football plays to finance,...

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

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 professional football. By uncovering these important but rarely studied industries,...

The Knockoff Economy: How Imitation Sparks Innovation ...

The Knockoff Economy: How Imitation Sparks Innovation [Kal Raustiala, Christopher Sprigman] on Amazon.com. *FREE* shipping on qualifying offers. From the shopping mall to the corner bistro, knockoffs are everywhere in today's marketplace. Conventional wisdom holds that copying kills creativity

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

The Knockoff Economy: How Imitation Sparks Innovation From the shopping mall to the corner bistro, knockoffs are everywhere in today's marketplace.

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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.

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The Knockoff Economy 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 ...

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 where copying is generally legal, such as fashion, food, and ...

Full E-book The Knockoff Economy: How Imitation Sparks ...

The Knockoff Economy: How Imitation Sparks Innovation - Ebook written by Kal Raustiala, Christopher Sprigman. Read this book using Google Play Books app on your PC, android, iOS devices. Download for offline reading, highlight, bookmark or take notes while you read The Knockoff Economy: How Imitation Sparks Innovation.

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In *THE KNOCKOFF ECONOMY* (Oxford University Press, September 2012), law professors Kal Raustiala and Christopher Sprigman reveal the hidden inner workings of disciplines ranging from fashion to finance to font design, provocatively concluding that the freedom to copy and bring knockoffs to market benefits creators and consumers alike.

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Why Knockoffs Are Good For The Fashion Industry 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 ...

Why Knockoffs Are Good For The Fashion Industry : NPR

The Knockoff Economy: How imitation sparks innovation, by Kal Raustiala and Chris Sprigman

The Knockoff Economy | Psychology Today

Far from killing creativity, imitation spurs innovation in industries like fashion, finance and football, write Kal Raustiala and Chris Sprigman. An essay adapted from "*The Knockoff Economy: How ...*

In Praise of the Copycats: The Knockoff Economy - WSJ

Abstract. *The Knockoff Economy* approaches the question of incentives and innovation in a new way -- by exploring creative fields where copying is generally legal, such as fashion, food, and even professional football. These important but rarely studied industries reveal a nuanced and fascinating relationship between imitation and innovation.

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