



# Consumer Behavior, Branding and Counterfeiting

*Xuemei Bian, Luiz Moutinho*

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Counterfeiting, which has emerged as a recent global phenomenon, has arisen due to economic liberalisation, the changing nature of society and new competitive structures. Branding has become an increasingly important area of research in marketing as well as a crucial decision-making area in strategic marketing management. Counterfeit-related activities challenge the existing theoretical and methodological framework in many ways, particularly consumer behavior and branding. This book brings together the three areas counterfeiting, branding and consumer behaviour - within a very robust methodological and statistical modelling framework.

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