

The Knockoff Economy How Imitation Sparks Innovation

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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 ...

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 ...

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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. The book carries the analysis 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* 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 ...

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