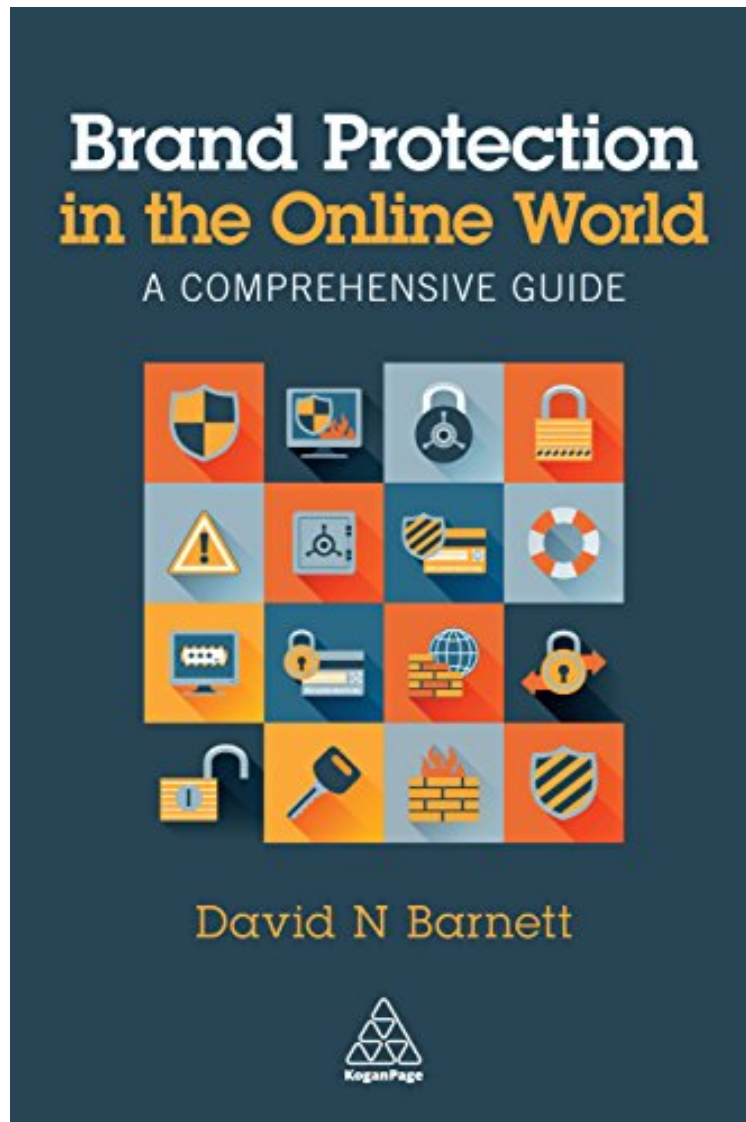


Brand Protection in the Online World: A Comprehensive Guide

David N. Barnett

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David N. Barnett : Brand Protection in the Online World: A Comprehensive Guide before purchasing it in order to gauge whether or not it would be worth my time, and all praised Brand Protection in the Online World: A Comprehensive Guide:

The growth of the Internet has had a profound effect on the way business is carried out, and has provided an unprecedented opportunity for third-party individuals and organisations to attack brands with relative ease. These changes have resulted in the birth of a significant and rapidly-growing new industry: that of online brand protection,

consisting of specialist service providers which can be employed by brand owners to monitor and prevent potential attacks on their brand. Brand Protection in the Online World explains the full scope of Internet infringement, and associated monitoring and enforcement options that are most relevant to brand owners and managers. Covering crucial topics such as brand abuse, counterfeiting, fraud, digital piracy and more, Brand Protection in the Online World provides a clear and in-depth exploration of the importance of, and ideas behind, the brand-protection industry.

"As more and more business moves online, so does criminal activity from fraudsters and counterfeiters. Dr. Barnett's book offers valuable insights written in a clear, accessible style and is highly recommended to professionals in the field of intellectual property - or indeed anyone curious about how brands protect themselves from online threats. As a guru of online brand protection, Dr. Barnett really knows his subject and its inner workings comprehensively." (David Franklin, Global Sales Director, Brand Protection, NetNames)"This is the ultimate handbook for every online brand protection focused individual - be that a brand owner or a vendor side trusted advisor. It is incredibly comprehensive, outlining all the key areas of importance for those creating a strong online intellectual property and brand protection strategy. Understanding where online brand abuse occurs and knowing how to enforce effectively is the key to having a strong online brand presence. David's book offers an informative breakdown of each area of brand infringement and gives the reader a roadmap to taking the appropriate action. At last we have a hugely valuable and comprehensive dossier of online brand abuse in all its forms and how a company can take appropriate action to combat this abuse. I have worked within the online brand protection world for the last ten years and this book is the first of its kind - comprehensive, educational, advisory and informative. Online Brand Protection demystified for everyone involved in digital brand management." (Lisa Deegan, Online Brand Protection Trusted Advisor; Sales Director Online Brand Protection and Anti-Piracy, MarkMonitor (2006-2014))"At last, we have a clear comprehensive guide to all things Online Brand Protection! Before Dr. David Barnett's encyclopedic book, brand owners, legal professionals and anyone needing an all-encompassing bible of all the kinds of online threats to brands were left scrambling around only finding incomplete pieces of information here and there. Now, everything you'd need to know on what and how to keep a brand safe in the digital world is in one convenient place. I can't recommend this guide enough if you are in search of the A-Z of brand protection." (Darcy Delich-Coull, Online IP Social Media Risk Expert, Crisp Thinking)"Understanding brand protection is an opportunity to get a step ahead of the competition. This book demystifies the complexity in this space and David is one of the best to help explain and share examples to bring this to life. I worked with David at NetNames and his deep knowledge and technical expertise in Brand Protection is immense! A very good read, I highly recommend his book to businesses who want to get an edge." (Edwina McDowall COO, NetNames (2012-2016))"The ever changing internet landscape is often a complex and difficult space to identify and understand a brand's true presence across the various digital streams. The security and brand protection industry has seen a rapid rise in activity and in turn requirements from major global corporates to provide a holistic and clear strategy to protect their intellectual property. "Brand Protection in the Online World" provides a perfect insight into this world and allows anyone from a legal professional through to Bachelor student the insight and detailed view of the industry. An easy reference guide as well as a comprehensive overview of the industry, the script and content is superbly written and is a must for anyone that wishes to gain a foothold into the online brand protection industry." (Tom Smith, Head of Account Management, NetNames)"This is a very important book for any IP legal counsel. David defines brand protection in cyberspace with great professionalism and technical understanding. The online world brings new challenges and new threats. This comprehensive guide helps to mitigate these IP risks and set standards for the best practice." (Tomas Abelovsky, IP Counsel, Swiss Re)About the AuthorDavid N. Barnett has spent the last 12 years as Head of Analysis and Consultancy at NetNames, a leading global provider of online brand protection and domain name strategy, assisting global brands to prevent brand abuse online. David's professional history has allowed him to acquire an understanding not only the requirements of the online brand-protection industry, but also the associated methodologies and underlying technologies. David has worked with clients in a broad range of different industry areas, giving him extensive knowledge of the needs of, and the questions typically asked by, brand owners.