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Sprigman, J.D., is the  
Class of 1963 Research  
Professor at the  
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co-author of The...

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innovation—and  
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uncovering these  
important but rarely  
studied industries,  
Raustiala and Sprigman  
reveal a nuanced and  
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Economy, Kal Raustiala  
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yet the freedom to  
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Raustiala is the co-  
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called The Knockoff  
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with NPR's Renee  
Montagne about who  
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The Knockoff Economy  
challenges the idea that  
copying and imitation

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pose serious barriers for industries. Instead, it uses concrete examples to demonstrate how, in an age where copying is easier than ever before, innovation is at its historical zenith.

The Knockoff Economy  
- Hardcover - Kal  
Raustiala ...

The Knockoff Economy  
ranges from food to font

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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

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even profit from -- a  
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