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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...

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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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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.

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