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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
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Knockoff Economy: How Imitation Sparks Innovation. From the shopping mall to the corner
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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.

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