Contributors

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Peggy E. Chaudhry is an Associate Professor of International Business at the Villanova School of Business, Villanova, Pennsylvania, USA. She has a PhD in International Business from the University of Wisconsin at Madison. Her viewpoint on illicit trade has been published in Advertising Age and The Wall Street Journal. She served on an expert panel review for the Economist Intelligence Unit (EIU) for the creation of The Illicit Trade Environment Index in 2016. Her academic publications include articles in such journals as Business Horizons, the Columbia Journal of World Business, the Journal of International Marketing and the Virginia Journal of International Law. She has published two books: The Economics of Counterfeit Trade: Governments, Consumers, Pirates and Intellectual Property Rights (2009) and Protecting Your Intellectual Property Rights (2013).

Akino Chikada is the Senior Brand Protection Product Marketing Manager for MarkMonitor Brand Protection & AntiFraud solutions. She started her career in public relations and marketing in London and has worked in Europe, Asia and the United States. She has led and served roles in global marketing strategies, product marketing, events management, public relations, corporate communications and regional marketing. Akino holds a Bachelor of Arts from the University College of London, a Master of Science from the London School of Economics, and has trilingual fluency in English, Italian and Japanese.

Dennis Collopy has a four-decade career in the music industry. In addition, he has spent the past 15 years in academia, teaching in various UK universities focusing on business management, copyright and related intellectual property rights (IPR) issues. Since 2008 his research has encompassed a three-year study on young consumer attitudes and
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Anil Gupta is Vice President of Marketing at MarkMonitor and is a seasoned executive who brings over 25 years of experience having led several marketing organizations from the ground up. He has demonstrated success across multiple enterprise software companies and consulting assignments. His previous positions include interim roles as Chief Marketing Officer (CMO), Head of Product Marketing and Head of Demand Generation. Prior to MarkMonitor, Anil was also involved in the IPO of two companies, Broadbase Software and Evolve Software, as their CMO and Vice President of Strategy. Anil holds an MBA in High-Technology Marketing from Santa Clara University and a BS in Engineering from Birla Institute of Technology and Science, Pilani, India.

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