

Contents

List of illustrations xv

Preface xvii

- 1 How to read Starbucks, or why intellectual property matters more than you think 1
- 2 Copyright, culture, and commerce 16
- 3 Patents and their discontents 40
- 4 Trademarks and the politics of branding 67
- 5 Other rights: Domain names, publicity, trade secrets, data, and designs 81

Conclusion: The politics of resistance 97

Acknowledgments 103

Further reading 105

Websites 113

Index 115