



## Counterfeiting: Deception...Counter-Deception

### *Detect Deception, Then Defeat It, Says Intelligence Expert at BPCouncil.com*

Geneva - Deception has been around throughout human history. It is, after all, a human inclination to deceive for survival, military victory, or business advantage. Now Michael Bennett, a consultant in the United States Intelligence Community and co-author of the book [\*Counterdeception Principles and Applications for National Security\*](#), provides valuable insights into the role of deception in counterfeiting. He says that while generals may use deception to win wars, counterfeiters use it to achieve personal gain at the expense of their victims – and they're using it in ever more sophisticated ways.

[\*Counterfeiting and the Art of Deception\*](#) is just the kind of eye-opening article you'll find only at [www.bpcouncil.com](http://www.bpcouncil.com) – a virtual community designed to be the ultimate *real* source of information for the brand protection/IP professional. **BPCouncil** is an online 24/7 marketplace where members can network with a whole slew of experts that run the gamut – from legal, media and technological to ethical, security and commercial.

This week, [bpcouncil.com](http://bpcouncil.com) features Bennett's in-depth analysis of the psychological and economic reasons behind the success of deception both in military battles and in counterfeit crime. He also provides a framework and step-by-step process for countering deception in counterfeiting, and emphasizes that the most effective approach is a holistic one.

Expert advice is just one of the many tools **BPCouncil** provides to help its members "empower" brand protection. In this virtual community, BP professionals working for brand owners, intellectual property [technology](#) and [service providers](#), enforcement agencies and [NGOs](#) serving the brand protection community can now find a diverse array of [information](#), [resources](#), [best practices](#) and [networking tools](#) on <http://www.bpcouncil.com>. Professionals can take advantage of the **BPCConnection** networking tool to build and expand their business networks via the web. They also have at their fingertips up-to-date news, [profiles](#) of market leaders, [in-depth](#) stories, the comprehensive [BPCalendar](#), and the extensive [Go to Guide](#) and [RedPages](#) professional directories.

According to Michael Bennett, "My research into the principles of counterdeception has highlighted the role of what Louis Pasteur called the "prepared mind." I believe that building prepared minds and, by extension, prepared organizations offers considerable potential for realizing a deception-resistant system. The BPCouncil offers precisely the kinds of information that brand protection professionals need in this regard when combating counterfeiters."

Jodi Joseph, **BPCouncil** director, added, "Michael Bennett's expertise is just one of the many reasons more and more IP professionals are turning to [bpcouncil.com](http://bpcouncil.com). Rest assured, the "flow" of critical ideas, insights and information will continue into the future."

\* \* \* \*

**About BPCouncil** <http://www.bpcouncil.com>

The [BPCouncil](#), a member of the [BPIntelligroup](#), is a dynamic virtual community dedicated to brand protection and intellectual property professionals addressing a wide spectrum of issues: technological advancements, legal developments, market leaders and more. In addition, we provide members with direct access to comprehensive resources, networking tools and commercial opportunities.

**About Michael Bennett**

Michael Bennett has experience in both the private and government sectors as a consultant, principal investigator, and project manager in a variety of intelligence-related disciplines including research and development, technical operations, and analysis. The focus of his expertise over the past 20 years has been in developing and applying advanced technologies to the most difficult problems of intelligence collection and analysis. He has conceived and managed projects in the areas of product and image security, steganography, imaging sensors, signal processing, communications receivers, direction

finding, and advanced technical collection systems. He is the co-author of *Counterdeception Principles and Applications for National Security* (Artech House 2007).