

Publications

White Paper: Three Steps Businesses Can Take to Overcome the Impact of Online Product Diversion

Related Professionals

[Whitney C. Gibson](#)

Related Services

[eControl](#)

Related Industries

[Retail and Consumer Products](#)

AUTHORED ARTICLE | 4.2014

Many companies and businesses want to control the distribution of their products and do not want their products sold by third parties on the internet, especially below retail prices. But illegal sales outside of intended chains of distribution and the online product diversion has become fairly common. A [2009 Bloomberg article](#) reported product diversion “siphons as much as \$63 billion of U.S. industry sales.”

To learn about strategies businesses can use to reduce unauthorized sales and ensure safe product distribution, download a white paper, co-authored by Whitney Gibson and Cyber Investigation Services' Chris Anderson: [“Three Steps Businesses Can Take to Overcome the Impact of Online Product Diversion”](#) (PDF).