



Movie piracy is the practice of unauthorized use of intellectual trade secrets from owners without paying royalties (de Prato & Simon, 2014). Piracy resulted in approximately \$1.55 billion in lost ticket revenues in 2002 and up to \$1.37 billion in 2012. Statistics from the Business Software Alliance revealed that piracy is approximately 19%, with potential losses in sales revenue of over \$9.7 billion in the U.S. Sample for this work consisted of 6 movie managers who managed movie corporations for at least 5 years in New York City. Framework for this study was based on the general systems theory. Data were collected through face-to-face semistructured interviews. Transcript review and member checking were used to ensure credibility and trustworthiness. Three major themes emerged; marketing management strategies, legal management strategies and customer management strategies for inhibiting movie piracy. Findings contribute to social change by indicating strategies movie managers may use to prevent piracy, sustain business, and reduce effects of job loss. Results of this work potentially contribute to the movie industry leaders, employees, their families, communities and local economy.

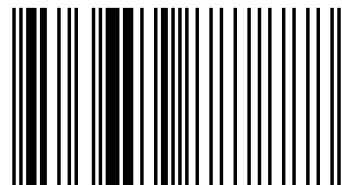
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Strategies Required by Managers to Inhibit Movie Piracy

Strategies Required by Managers



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