Franchising in the U.S. - Michael M. Coltman - 1988
Buying a franchise can be a good, lower-risk way to go into business for yourself, but it is not an instant road to success. If you are interested in buying into a franchise, or if you are just interested in how franchises work, this book is for you. It has questionnaires to help you identify suitable franchisors and practical advice for finding the right type of franchise for you. Terms of royalties, franchise sites, and unethical pyramid schemes are explained fully. In addition, details of a franchise contract are discussed and a sample contract is included.
to help grow your business
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Franchise Your Business
Mark Siebert - 2015-12-21
Franchise Your Growth Expert
franchise consultant Mark
Siebert delivers the ultimate
how-to guide to employing the
greatest growth strategy
ever—franchising. Siebert
tells you what to expect, how
to move forward, and avoid
costly mistakes as he imparts
decades of experience,
insights, and practical advice
exponentially through
franchising. Learn how to:
Evaluate your existing
businesses for franchisability
Identify the advantages and
disadvantages of franchising
Develop a business plan for
growth on steroids Evaluate
legal risk, obtain necessary
documents, and protect
intellectual property Create
marketing plans, build lead
generation, and branding for
a new franchise Cultivate the
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disadvantages of franchising
Develop a business plan for
growth on steroids
Evaluate
legal risk, obtain necessary
documents, and protect
intellectual property
Create marketing plans, build lead
generation, and branding for
a new franchise
Cultivate the franchisee-franchisor
relationship

**Buying a Franchise** - Better Business Bureau - 2007
The investment required to license a franchise is a substantial sum. The results can be tremendously lucrative, providing both financial and professional independence, but there are also plenty of potential pitfalls. Better Business Bureau’s Buying a Franchise: Insider's Guide to Success is packed with essential information, including worksheets, checklists, and charts. Experienced entrepreneurs from the Better Business Bureau guide investors from selecting a franchise to negotiating a contract to techniques for managing a profitable business.

**Franchising in America** - Thomas S. Dicke - 2017-12-15
Using a series of case studies from five industries, Dicke analyzes franchising, a marketing system that combines large and small firms into a single administrative unit,
examining the rights and process. He studies the franchise industry from the 1840s to the 1980s, closely examining the rights and obligations of both the parent company and the franchise owner. Originally published in 1992. A UNC Press Enduring Edition -- UNC Press Enduring Editions use the latest in digital technology to make available again books from our distinguished backlist that were previously out of print. These editions are published unaltered from the original, and are presented in affordable paperback formats, bringing readers both historical and cultural value.

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**Franchise: The Golden Arches in Black America** - Marcia Chatelain - 2020-01-07

WINNER • 2021 PULITZER PRIZE IN HISTORY The “stunning” (David W. Blight) untold history of how fast food
generators of black wealth in America. Just as The Color of Law provided a vital understanding of redlining and racial segregation, Marcia Chatelain’s Franchise investigates the complex interrelationship between black communities and America’s largest, most popular fast food chain. Taking us from the first McDonald’s drive-in in San Bernardino to the franchise on Florissant Avenue in Ferguson, Missouri, in the summer of 2014, Chatelain shows how fast food is a source of both power—economic and political—and despair for African Americans. As she contends, fast food is, more than ever before, a key battlefield in the fight for racial justice.

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**Introduction to Franchising** - Andrew C. Selden - 1990

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**Franchise Opportunities**
Franchise Opportunities Handbook - 1991-06

The Benefits Of Companies Using The Franchising Strategy To Enter Foreign Markets And The Disadvantages Of Brands Leveraging The Franchising Strategy To Enter Foreign Markets - Dr Harrison Sachs - 2020-03-04

This essay sheds light on the benefits appertaining to the benefits of companies using the franchising strategy to enter foreign markets and also identifies the ample disadvantages associated with brands leveraging the franchising strategy to enter foreign markets. For instance, there are financial advantages to utilizing a franchising strategy as an entry strategy to reach foreign markets.

"Franchising creates another source of income for the franchiser, through payment of franchise fees, royalty & levies in addition to the possibility of sourcing private label products to franchisees. This capital injection provides higher return on investment and higher profits. Other financial benefits that the franchiser reaps are reduced operating, distribution and advertising costs" ("Advantages and disadvantages,").

"Furthermore, utilizing a franchising strategy requires little to no investment, is a rapid way to gain entry into new markets, stimulates managerial motivation, and the revenue the franchiser earns from their franchisees is pure profit" (Kumar).

Additionally, the expansion of a brand into foreign markets is advantageous for a franchiser since it allows the brand to bolster brand equity, positive brand recognition, and brand loyalty if the franchiser is contracted with competent and profession franchisees. On the other hand, "the disadvantages associated with utilizing a franchising strategy to enter foreign markets include the lack of quality control, lack of control, and risk of creating competitors" (Kumar). The ample benefits of utilizing a
franchising strategy to enter foreign markets merits the risk over the possible disadvantages associated with employing a franchising strategy to enter foreign markets. Overall, the utilization of the franchising strategy can be a viable and efficacious strategy for rapidly gaining market share in new foreign markets with minimal risk and cost to the franchiser, especially if they work with competent and professional franchisees who have accrued considerable industry experience.

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**Franchising** - Harold Brown - 2013-12-30
Provides agreements and completed pre-sale disclosure statements. It includes the transition from the former FTC pre-sale disclosure regulations to the new FTC Franchise Rule and NASAA Guidelines.


**The Role of Small Business**
Permanent Select Committee on Small Business.
Subcommittee on Minority Small Business Enterprise and Franchising - 1973

Permanent Select Committee on Small Business.
Subcommittee on Minority Small Business Enterprise and Franchising - 1973


\textbf{Become a Franchise Owner!} - Joel Libava - 2011-12-06
The definitive A-to-Z guide to researching, selecting, and starting a viable franchise business With more and more professionals looking for alternatives to traditional owning a franchise isn't for everyone; in fact, as Joel Libava says, "it's really not for most people." But if it is for you, this book can guide you in starting your own successful franchise business.

\textbf{Become a Franchise Owner!} - Joel Libava -
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**Supersizing Urban America**  
- Chin Jou - 2017-03-15

Supersizing Urban America reveals how the US government has been, and remains, a major contributor to America's obesity epidemic. Government policies, targeted food industry advertising, and other factors helped create and reinforce fast food consumption in America's urban communities. Historian Chin Jou uncovers how predominantly African-American neighborhoods went from having no fast food chains to being deluged. She lays bare the federal policies that helped to subsidize the expansion of the fast food industry in America's cities and explains how fast food companies have deliberately and relentlessly marketed to urban, African-American consumers. These developments are a significant factor in why Americans, especially those in urban, low-income, minority...
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**Contemporary Business 2010 Update** - Louis E. Boone - 2009-12-30
Opening new doors of possibility can be difficult. Contemporary Business 13e 2010 Update Edition gives students the business language they need to feel confident in taking the first steps toward becoming successful business majors and successful businesspeople. As with every good business, though, the patterns of innovation and excellence established at the beginning remain steadfast. The goals and standards of Boone & Kurtz, Contemporary Business, remain intact and focused on excellence, as always.**
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**The Role of Small Business in Franchising, Hearings Before the Subcommittee on Minority Small Business Enterprise and Franchising of , 93-1, June 20, 21; and July 12, 1973** - United States. Congress. House. Permanent Select Committee on Small Business - 1973

**International Franchising** - Marco Hero - 2010-01-01
The lack of a harmonised franchise regime or dispute resolution system across the major jurisdictions means that this is not a simple exercise from a legal perspective. In addition, many jurisdictions require specific pre-contractual disclosure and/or registration. In addition to classic legal questions, efficient tax planning is required to secure success. In parallel, the book reviews questions on data protection and intercultural communication during a franchise partnership as well as financing possibilities from various national perspectives. Uniquely, this title applies and reflects general practical and technical franchising know-how to specific franchised industries and highlights typical sector-by-sector questions and solutions in an international franchise context.

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The Franchise Fraud - Robert L. Purvin - 2008
Critical evaluation of the franchising industry and community, exposing long held myths and advocating the organization of strong franchisee associations with the negotiating leverage to achieve a balance of obligations and benefits for franchisors and franchisees.

Small Business Management - Justin G. Longenecker - 2013-09-30
Realize your dream for small business success with this market-leading book. SMALL BUSINESS MANAGEMENT: LAUNCHING AND GROWING ENTREPRENEURIAL VENTURES, 17E provides the practical concepts, entrepreneurial insights, and comprehensive resources you’ll find essential both now and throughout your management future. SMALL BUSINESS MANAGEMENT
reference again and again throughout your business career. Available with InfoTrac Student Collections http://gocengage.com/infotrac . Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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content referenced within the decision maker, allowing you to immediately apply what you've learned to current challenges in today's small businesses. The book's thorough emphasis on building business plans ensures that you can effectively create, manage, and analyze a plan for your own venture. Unforgettable examples, exciting video cases, and coverage of the most current developments in business management today keep this engaging text as current and practical now as it was when it led the market in its first edition 50 years ago. Each edition builds upon past strengths with new innovations and breakthrough developments. SMALL BUSINESS MANAGEMENT: LAUNCHING AND GROWING ENTREPRENEURIAL VENTURES, 17E offers the insights and practical principles that you'll reference again and again throughout your business career. Available with InfoTrac Student Collections http://gocengage.com/infotrac. Important Notice: Media product description or the product text may not be available in the ebook version.

Introduction to Business - Lawrence J. Gitman - 2018
Introduction to Business covers the scope and sequence of most introductory business courses. The book provides detailed explanations in the context of core themes such as customer satisfaction, ethics, entrepreneurship, global business, and managing change. Introduction to Business includes hundreds of current business examples from a range of industries and geographic locations, which feature a variety of individuals. The outcome is a balanced approach to the theory and application of business concepts, with attention to the knowledge and skills necessary for student success in this course and beyond.

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**Commerce Today** - - 1974

**Commerce Today** - - 1974

**Congressional Record** - United States. Congress - 1969

The Congressional Record is the official record of the proceedings and debates of the United States Congress. It is published daily when Congress is in session. The Congressional Record began publication in 1873. Debates for sessions prior to 1873 are recorded in The Debates and Proceedings in the Congress of the United States (1789-1824), the Register of Debates in Congress (1824-1837), and the Congressional Globe (1833-1873)

**FTC Franchising Regulation** - United States - 1995
New venture management requires all the skills obtained within the typical MBA program, and then some. While those entering traditional management positions within established companies might expect to find established customers, a degree of predictability, formalized procedures, and earnings that may be taken more-or-less for granted, new ventures often are launched into highly dynamic environments characterized by rapid technological change, inherent unpredictability, and an uncertain cash flow. Such ventures often require rapid growth to succeed. While new ventures offer those who initiate them a high degree of independence, excitement, and potential for great reward, they also bring high risk, stress, and greater potential for failure. Thus, it takes a special set of skills, techniques, and temperament to succeed. These skills, along with the potential risks and rewards and environmental settings and characteristics, are explored in the Encyclopedia of New Venture Management. Features & Benefits: 150 carefully selected signed entries (each with Cross References and Further Readings) are organized in A-to-Z fashion to give students easy access to the full range of topics in new venture management. A thematic Reader's Guide in the front matter groups related entries by broad topical and thematic areas to make it easy for users to find related entries at a glance, with themes that include "Entrepreneurial Decision Making," "Corporate Entrepreneurship," "Entrepreneurial Marketing," "Leadership & Human Resources," "Financing & Development," and more. In the electronic version, the Reader's Guide combines with a detailed Index and the Cross...
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**Encyclopedia of New Venture Management**
- Matthew R. Marvel -
- 2012-05-01

New venture management requires all the skills obtained within the typical MBA program, and then some. While those entering traditional management positions within established companies might expect to find established customers, a degree of predictability, formalized procedures, and earnings that may be taken

For users with robust search-and-browse capacities. A Chronology in the back matter helps students put individual events into broader historical context. A Glossary provides students with concise definitions to key terms in the field. A Resource Guide to classic books, journals, and web sites (along with the Further Readings accompanying each entry) helps guide students to further resources for their research journeys. An appendix includes the report, "The State of Small Business."
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helps guide students to
further resources for their
research journeys. An
appendix includes the report,
"The State of Small Business."

Worldwide Franchise

Franchise Management For
Dummies - Michael H. Seid -
2017-04-24
Learn what it takes to find,
buy, and run a franchise —
and enjoy the rewards of
being your own boss If you’ve
ever visited a chain restaurant
and thought, “I’d like to run
one of these,” you’re among
countless would-be
entrepreneurs eager to be
their own boss. Franchise
Management For Dummies is
a hands-on guide that
provides clear and concise
information on the issues
involved in finding, buying,
operating, and ultimately
growing a successful
franchise business. Geared
toward both novices and
experts in franchising, it’s an
essential guide to help
prospective franchisees know
what to look for in a great
franchisor, and to show
existing franchisees what
great franchisors are
providing their franchisees.
Both emerging and
franchising-in-the-us-pros-and-cons-selfcounsel-series

Experienced franchisors will gain an understanding about the proper methods of structuring, managing, and expanding their franchise systems. Social impact investors, donors, and NGOs can learn how franchising techniques can transform how they look at providing products and services at the base of the pyramid. Inside you’ll discover: How to find a franchise that’s right for you and the ideal location for it Where to find quality franchisors and understand the qualities franchisors look for How to gather information from franchisees A franchisor’s mandatory legal obligations to prospective franchisees, the franchise disclosure document (FDD), and working with franchise professionals How to take a realistic look at your finances and what capital you’ll need to buy and launch a franchise Develop strategic advertising and marketing plans How to find, hire, and train talented employees who will help make your franchise a success How to make sure your franchise makes money How to grow franchises And more!

Additionally, Franchise Management For Dummies includes a glossary of common franchise-related terms, ten keys to franchisee success, and the questions to ask before becoming a franchisor. Get a copy today and find out if owning and operating a franchise is the right business move for you.

Franchise Management For Dummies - Michael H. Seid - 2017-04-24

Learn what it takes to find, buy, and run a franchise — and enjoy the rewards of being your own boss. If you’ve ever visited a chain restaurant and thought, “I’d like to run one of these,” you’re among countless would-be entrepreneurs eager to be their own boss. Franchise Management For Dummies is a hands-on guide that provides clear and concise information on the issues involved in finding, buying, operating, and ultimately growing a successful franchise business. Geared toward both novices and
and what capital you’ll need
essential guide to help
prospective franchisees know
what to look for in a great
franchisor, and to show
existing franchisees what
great franchisors are
providing their franchisees.
Both emerging and
experienced franchisors will
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structuring, managing, and
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investors, donors, and NGOs
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products and services at the
base of the pyramid. Inside
you’ll discover: How to find a
franchise that’s right for you
and the ideal location for it
Where to find quality
franchisors and understand
the qualities franchisors look
for How to gather information
from franchisees A
franchisor’s mandatory legal
obligations to prospective
franchisees, the franchise
disclosure document (FDD),
and working with franchise
professionals How to take a
realistic look at your finances
to buy and launch a franchise
Develop strategic advertising
and marketing plans How to
find, hire, and train talented
employees who will help make
your franchise a success How
to make sure your franchise
makes money How to grow
your business with multiple
franchises And more!
Additionally, Franchise
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includes a glossary of
common franchise-related
terms, ten keys to franchisee
success, and the questions to
ask before becoming a
franchisor. Get a copy today
and find out if owning and
operating a franchise is the
right business move for you.

What Are the Main
Features of Franchising?
Advantages and
Disadvantages of a
Franchise System - -
2020-09-23
Seminar paper from the year
2014 in the subject Business
economics - Business
Management, Corporate
Governance, grade: 1,7,
University of Applied Sciences
Köln RFH, language: English,
The aim of this term paper is to investigate the success of the sales system "Franchising" and to explain it theoretically. In this regard the concept of franchising and its origin are explained at the beginning. Franchising is a generally and internationally accepted business system. In Germany there are more than 850 companies working with this selling system. During the last ten years the German franchise industry managed to double its sales from 22 € billion to 48 € billion in 2010.

I want to give a rough survey about the topic Franchising. How this business system has developed, grown and expanded. What are the positive aspects of Franchising and what are the disadvantages of this system?

What Are the Main Features of Franchising?

Advantages and Disadvantages of a Franchise System - - 2020-09-23

Seminar paper from the year 2014 in the subject Business economics - Business Management, Corporate Governance, grade: 1,7, Köln RFH, language: English, abstract: The aim of this term paper is to investigate the success of the sales system "Franchising" and to explain it theoretically. In this regard the concept of franchising and its origin are explained at the beginning. Franchising is a generally and internationally accepted business system. In Germany there are more than 850 companies working with this selling system. During the last ten years the German franchise industry managed to double its sales from 22 € billion to 48 € billion in 2010. I want to give a rough survey about the topic Franchising. How this business system has developed, grown and expanded. What are the positive aspects of Franchising and what are the disadvantages of this system?

Fairness in Franchising Act - United States. Congress. Senate. Committee on Commerce - 1976

Fairness in Franchising Act - United States. Congress.
How To Choose The Right Franchise For You - Jolyn Altringer - 2021-05-22

If you're looking to start a new business, franchising could be a good option. There are franchises in almost every industry, so you have a wide variety of options. So, how do you narrow it down and ultimately decide on the best one for you? With a franchise, you get the benefit of a proven product or service while still being your own boss. However, you still must put in the effort, so it's important to find a good fit for your passion and skill set.

Choosing the right franchise is a challenge. Learning as much as you can about franchising and the types of businesses you are considering is critical. There are a plethora of questions someone has when considering investing in a franchise. This book answers the top questions someone has and also the answers questions that someone should be asking franchisors before taking out their checkbook to buy a franchise.

So, which is the right franchise? This book will help anyone understand the pros and cons of franchising and reveal the secrets that pros use to pick a top-performing concept in addition to teaching the reader to spot red flags and avoid the mistakes first-time buyers usually make.

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**Small Business Sourcebook**  
- - 1996  
A guide to the information services and sources provided to 100 types of small business by associations, consultants, educational programs, franchisers, government agencies, reference works, statisticians, suppliers, trade shows, and venture capital firms.

**Franchise Bible** - Rick Grossmann - 2017-01-10  
This proven, popular reference has been completely updated to better guide readers through the current franchise environment. Real-life examples of both service- and product-oriented franchises and useful checklists prevent mistakes and save time and money. Contact information for state and federal franchising regulatory agencies and a listing of useful publications guide new franchisees to the resources they need.

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Your Guide To Make A Smart Franchise Investment - Isreal Fulp - 2021-05-22

If you're looking to start a new business, franchising could be a good option. There are franchises in almost every industry, so you have a wide variety of options. So, how do you narrow it down and ultimately decide on the best one for you? With a franchise, you get the benefit of a proven product or service while still being your own boss. However, you still must put in the effort, so it's important to find a good fit for your passion and skill set. Choosing the right franchise is a challenge. Learning as much as you can about franchising and the types of businesses you are considering is critical. There are a plethora of questions someone has when considering investing in a franchise. This book answers the top questions someone has and also the answers questions that someone should be asking franchisors before taking out their checkbook to buy a franchise. So, which is the right franchise? This book will help anyone understand the pros and cons of franchising and reveal the secrets that pros use to pick a top-performing concept in addition to teaching the reader to spot red flags and avoid the mistakes first-time buyers usually make.

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The Economics of Franchising - Roger D. Blair - 2005-04-11
This 2005 book describes in much detail both how and why franchising works. It also analyses the economic tensions that contribute to conflict in the franchisor-franchisee relationship. The treatment includes a great deal of empirical evidence on franchising, its importance in various segments of the economy, the terms of franchise contracts and what we know about how all these have evolved over time, especially in the US market. A good many myths are dispelled in the process. The economic analysis of the franchisor-franchisee relationship begins with the observation that for franchisors, franchising is a contractual alternative to vertical integration. Subsequently, the tensions
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Official Gazette of the United States Patent and Trademark Office - - 2004

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An Introduction to Franchising - Robert Webber - 2012-12-10
An Introduction to Franchising is a concise yet comprehensive guide to the world of franchising. Looking at the field from the perspectives of the franchisor...
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An Introduction to Franchising is a concise yet comprehensive guide to the world of franchising. Looking at the field from the perspectives of the franchisor and the franchisee, the book offers a good balance between the theories behind good franchising practise, and hands-on practical guidance. Applied theory is evident in the broad range of real-life case studies included in the book. With many of the world's leading companies operating franchise models, this book will offer readers a genuine insight into the potential advantages and disadvantages of franchising. The book also examines the financial, legal and ethical implications of franchising, whilst anticipating future concerns and challenges for the franchising model. An Introduction to Franchising is an essential guide for all students of franchising, entrepreneurship and marketing. It is also a must-read for anyone wishing to start their own franchise business.

Accounting for 80% of the world’s population and 60% of its natural resources, emerging markets present franchisors with the greatest potential for long-term growth. In fact, The U.S. Department of Commerce has estimated that 75% of the expected growth in world trade over the next two decades will come from emerging countries.

International Franchising in Emerging Markets: Central and Eastern Europe and Latin America shows you how to expertly navigate this next dynamic franchising frontier. This book from CCH will help you avoid potential pitfalls, enter these markets with confidence, and stack the odds for success in your favor. International Franchising in Emerging Markets: Central and Eastern Europe and Latin America is a must for all professionals and academics with an interest in international franchising.


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**How and Why to Franchise Your Business** - Michael A. Peterson - 2016-12-26

This book was written with the would-be franchisor in mind, providing practical guidance on the legal, financial, and operational aspects of franchising. It covers the entire process, from market research and franchise development to ongoing support and franchisee management. Whether you’re considering franchising for the first time or looking to expand your existing franchise network, this book offers valuable insights and strategies to help you achieve success.

*International Franchising in Emerging Markets* is a comprehensive resource that equips franchisors with the knowledge and tools necessary to enter new markets, build strong relationships with local partners, and achieve long-term growth. It’s an essential guide for professionals and academics interested in international franchising, offering valuable insights and practical advice to help them navigate the challenges and opportunities of this dynamic field.
franchising consultant such topics as preparing to become a franchisor, the legal repercussions of franchising, how to recruit the right candidates, and how to manage a franchise system. This book will guide you in building a successful team of experts to help you create the stellar franchise brand that you dream of!

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**Franchising For Dummies** - Michael Seid - 2006-10-16
Written by the late Dave Thomas, the widely known founder of Wendy's, and franchising consultant Michael Seid, this is a comprehensive and reliable resource for anyone interested in purchasing a franchise.

**Handbook of Research on Franchising** - Frank Hoy - 2017-10-27
Franchising is one of the major engines of business expansion and job creation globally. The Handbook of Research on Franchising offers new insights into entrepreneurial behavior, organizational forms, regulation, internationalization, and other contemporary issues relating to this dynamic business strategy. The Handbook challenges both practitioners
to the conclusions of scholarly research on this business model. Practitioners can benefit from the results of high quality scientific research, and scholars can find exciting opportunities for contributing to the body of knowledge of a subject that has not received sufficient attention in educational institutions.

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