

An Introduction To Franchising Baylan

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An Introduction To Franchising Baylan An Introduction to Franchising by Barbara Beshel. Publisher: IFA Educational Foundation 2001 Number of pages: 54.

Description: An Introduction to Franchising is designed to introduce young people to the fascinating world of franchising. Many people think of fast food restaurants like McDonald's, Burger King, and Wendy's, when they think of franchising.

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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. An Introduction To Franchising Baylan

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An Introduction to the Law of Franchising For the first time in its nearly 50 year history, the IFA now offers a one volume reference work on franchising and franchise law designed to impart the basics in “ plain English ” both to attorneys and

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business executives alike.

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An Introduction To Franchising Baylan Chapter 1: Introduction to Franchising. Don ' t be fooled into thinking that you have to start a business from scratch to be a business owner, or that you aren ' t an entrepreneur unless you go it alone. That is non-sense. Being a franchise owner is one of the greatest ways to achieve business

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An Introduction To Franchising Baylan A practical, applied textbook offering an introduction to the world of franchising from the perspectives of both the franchisor and franchisee, this is a unique text for use by students studying franchising or by students

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A franchise is the agreement or license between two legally independent parties which gives:

- a person or group of people (franchisee) the right to market a product or service using the trademark or trade name of another business

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(franchisor) • the franchisee the right to market a product or service using the operating methods of the franchisor • the franchisee the obligation to pay the franchisor fees for these rights • the franchisor the obligation to provide rights and support to franchisees

~~Introduction Franchising~~

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. Visit www.palgrave.com/business/webber for additional student and lecturer resources.

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