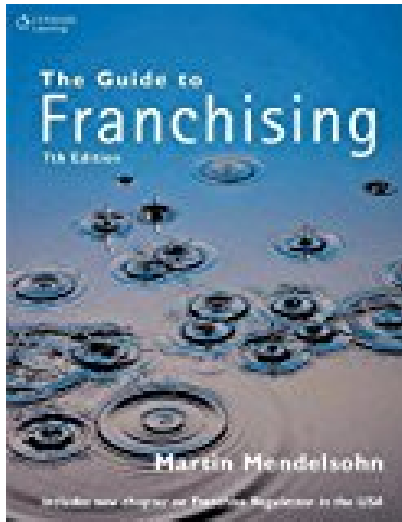


The Guide to Franchising



BOOK DETAILS

- Author : Martin Mendelsohn
- Pages : 440 Pages
- Publisher : Cengage Learning EMEA
- Language : English
- ISBN : 1844801624

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BOOK SYNOPSIS

The Guide to Franchising first published in 1970 is a comprehensive guide to all aspects of franchising not only is it a valuable introduction to this growing area of business for those who are unfamiliar with franchising, and answers the fundamental questions: why franchise your business? Why take up a franchise? What can be franchised? The book also functions as a practical guide for those already involved in franchising. It examines how to become a franchisor or franchisee and the relationship between the two parties. The seventh edition has been substantially revised and updated to reflect recent experience and developments in the field. The book is very comprehensive and includes international development and examples of franchise specific regulation from around the world. The Guide to Franchising first published in 1970 is a comprehensive guide to all aspects of franchising not only is it a valuable introduction to this growing area of business for those who are unfamiliar with franchising, and answers the fundamental questions: why franchise your business? Why take up a franchise? What can be franchised? The book also functions as a practical guide for those already involved in franchising. It examines how to become a franchisor or franchisee and the relationship between the two parties. The seventh edition has been substantially revised and updated to reflect recent experience and developments in the field. The book is very comprehensive and includes international development and examples of franchise specific regulation from around the world.

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