

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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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

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product or service using the trademark or trade name of another business (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

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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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