

Franchising & licensing: two powerful ways to grow your business in any economy

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Abstrak

Filled with illuminating examples, stories from the field, and dozens of forms for drafting franchising agreements and licensing programs, the fourth edition of "Franchising & Licensing" covers all the strategic, legal, financial, and operational aspects of these complex but highly profitable business strategies. Incorporating up-to-the-minute information on regulations, best practices, Web 2.0 strategies, branding techniques and global trademark laws, the new FDD disclosure format, and the latest franchising trends, this indispensable reference reveals how to: raise capital, structure agreements, and protect intellectual property; create market-responsive sales, marketing, and globalization strategies; establish quality control and compliance measures; and, assess opportunities for mergers and acquisitions, joint ventures, and other alternatives to franchising. Comprehensive and applicable to domestic and international franchising initiatives alike, this essential guide remains the industry standard.;