

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

Sherman, Andrew J., author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20438531&lokasi=lokal>

Abstrak

"For well over a decade, Franchising & Licensing has been the standard reference for industry executives, consultants, and academics. Covering every aspect of these complex but highly profitable business strategies, the new third edition is applicable to domestic and international franchising initiatives alike.