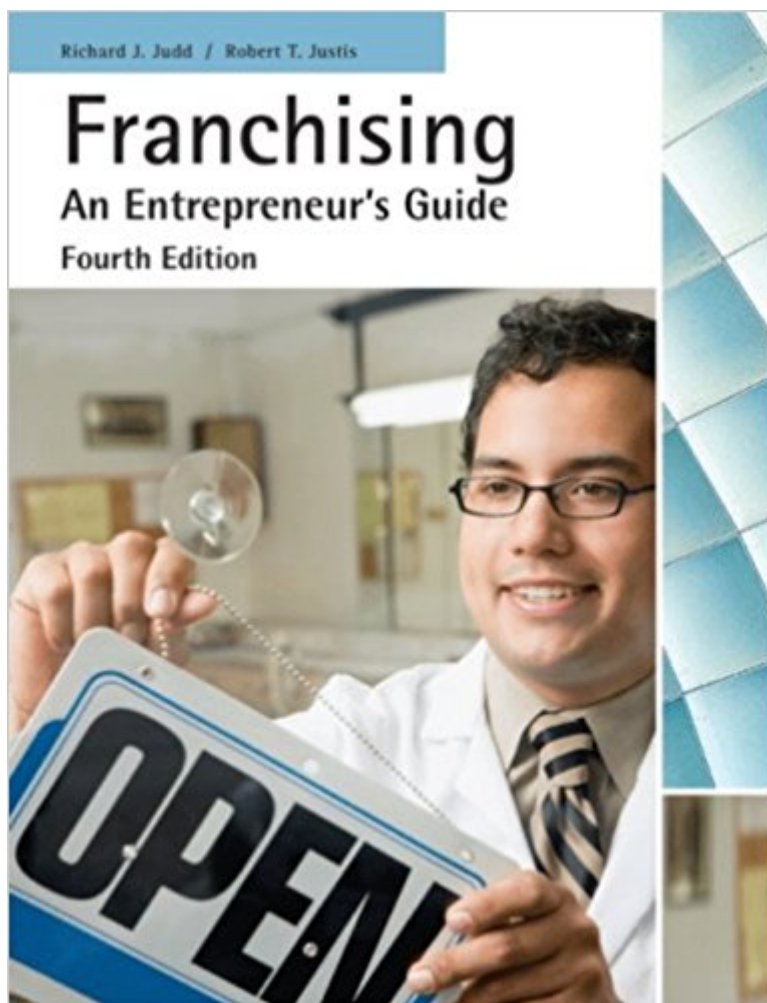


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Franchising



Synopsis

This book is written for students of franchising as well as franchisors, franchisees or prospective franchisees. A three part perspective is developed throughout the book concerning the franchisor-franchisee relationship: first, a franchisor and franchisee are independent business people who must manage their separate business affairs; second, the franchisor and franchisee are dependent upon each other in order to be successful in business; and third, the franchisor-franchisee relationship brings with it an interdependent contractual obligation that is legally binding upon both parties.

Book Information

Paperback: 621 pages

Publisher: Cengage Learning; 4 edition (December 14, 2007)

Language: English

ISBN-10: 0759367051

ISBN-13: 978-0759367050

Product Dimensions: 8.5 x 1.3 x 10.6 inches

Shipping Weight: 3.4 pounds (View shipping rates and policies)

Average Customer Review: 3.0 out of 5 stars 1 customer review

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