



Franchising

Robert T. Justis, Richard J. Judd

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Franchising, 6e helps learners develop a clear, realistic picture of franchising with insights designed to assist those entering the field. The text answers major franchising questions as it explores the franchiser-franchisee relationship using a unique, three-part perspective. First, the franchiser and franchisee are introduced as independent business people who must manage their separate business affairs. Second, the franchiser and franchisee are presented as dependent upon each other for success in business. Third, the franchiser-franchisee relationship is highlighted as an interdependent contractual obligation that is legally binding upon both parties. Success stories throughout the text add practical knowledge and industry insights into franchising. Case studies at the close of each chapter help the reader analyze franchise situations and develop sound judgment in handling potential issues and problems.



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