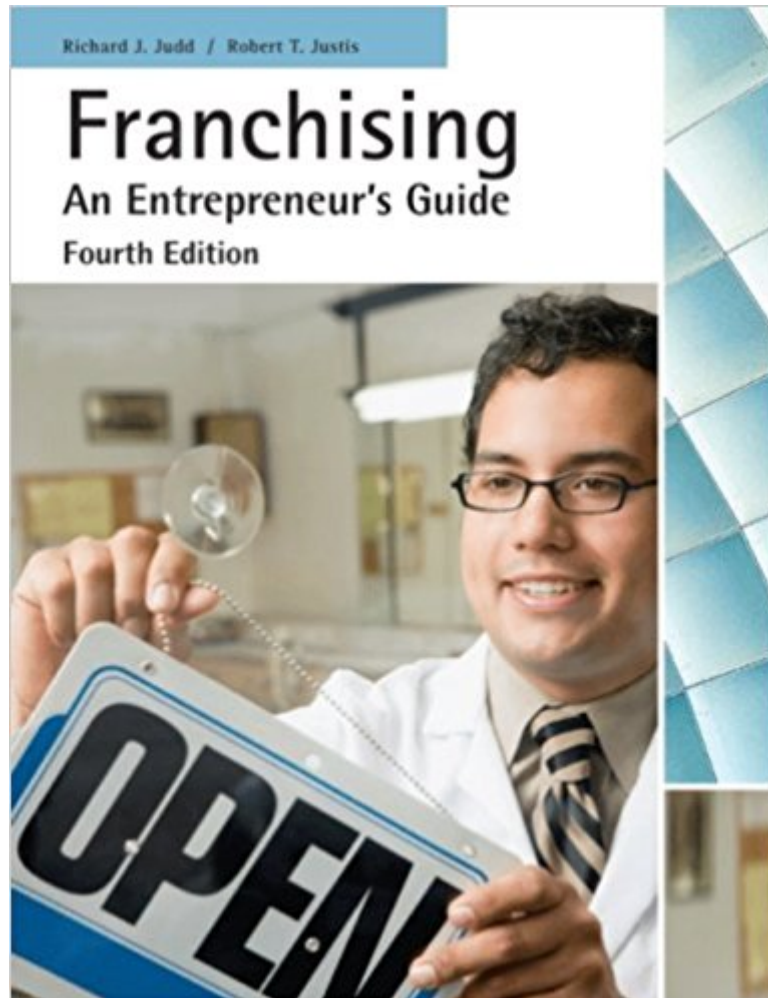




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Franchising



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

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