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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Preliminaries; Contents; 1 Leveraging Intellectual Capital to Create Growth Opportunities and Profitable New Income Streams; 2 The Foundation of Franchising; 3 Developing the Operations and Training Programs; 4 Developing System Standards and Enforcing Quality Control; 5 Federal and State Regulation of Franchising; 6 Compliance; 7 Structuring Franchise Agreements, Area Development Agreements, and Related Documents; 8 Protecting the Intellectual Property of the Franchise System; 9 Managing Disputes; 10 Developing Sales and Marketing Plans; 11 Taking Your Franchise Program Overseas 12 Business and Strategic Planning for the Growing Franchisor 13 Capital Formation Strategies; 14 Management and Leadership Issues in Building a Successful Franchising Organization; 15 The Role of the Chief Financial Officer and Related Financial and Administrative Management Issues; 16 Special Issues in Mergers and Acquisitions; 17 Managing the Transfer and Renewal Process; 18 Strategic and Structural Alternatives to Franchising; 19 Structuring Licensing Programs and Agreements; 20 Joint Ventures and Strategic Alliances; Appendix. Resource Directory; Index
Sommario/riassunto	Fully revised, completely updated, and still the definitive guide to these great business strategies.

