

1.	Record Nr.	UNISA990003232160203316
	Autore	Association française de calcul et de traitement de l'information : <2; :
	Titolo	1961 Deuxième congrès de l'association française de calcul et de traitement de l'information, AFCALTI : Paris, 18-19-20 october 1961
	Pubbl/distr/stampa	Paris : Gauthier-Villars, 1962
	Descrizione fisica	523 p. : ill. ; 24 cm
	Disciplina	511.7
	Soggetti	ANalisi numerica
	Collocazione	511.7 ASS
	Lingua di pubblicazione	Francese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
2.	Record Nr.	UNINA9910966142903321
	Autore	Birkeland Peter M
	Titolo	Franchising dreams : the lure of entrepreneurship in America / / Peter M. Birkeland
	Pubbl/distr/stampa	Chicago, : University of Chicago Press, c2002
	ISBN	9786612538278 9781282538276 1282538276 9780226051925 0226051927
	Edizione	[1st ed.]
	Descrizione fisica	1 online resource (198 p.)
	Disciplina	658.8/708
	Soggetti	Franchises (Retail trade) - United States - Management New business enterprises - United States - Management Entrepreneurship - United States Franchises (Retail trade) - United States
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa

Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Franchise fundamentals -- King Cleaners -- Sign Masters -- Star Muffler -- Social profile of franchisees -- Networks, alliances, and survival -- Franchisor uncertainties -- Control.
Sommario/riassunto	<p>McDonald's. Blockbuster Video. Jiffy Lube. Subway. Franchising has become an ever-present feature of the American landscape. One-third of the U.S. gross domestic product flows through franchises, and one out of every sixteen workers is employed by one. But how did franchising come to play such a dominant role in the American economy? What are the day-to-day experiences of franchisees and franchisers in the workplace? What challenges and pitfalls await them as they stake their claim to prosperity? These are just a few of the questions explored in <i>Franchising Dreams</i>, a documentary-like look into the frustrations and uncertainties that entrepreneurs face in their pursuit of the American dream. Peter M. Birkeland worked for three years in the front-line operations of franchise units for three companies, met with CEOs and executives, and attended countless trade shows, seminars, and expositions. All this firsthand experience gave him unprecedented access to the hopes and aspirations of franchisees. His book closely traces different franchisees and follows them as their dreams of wealth and independence buckle beneath the weight of frustrating logistics and contractual technicalities. Through extensive interviews and research, Birkeland not only discovers what makes franchisees succeed or fail, he uncovers the difficulties in running a business according to someone else's system and values. Bearing witness to a market flooded with fierce competitors and dependent on the inscrutable whims of consumers, he uncovers the numerous challenges that franchisees face in making their businesses succeed.</p>