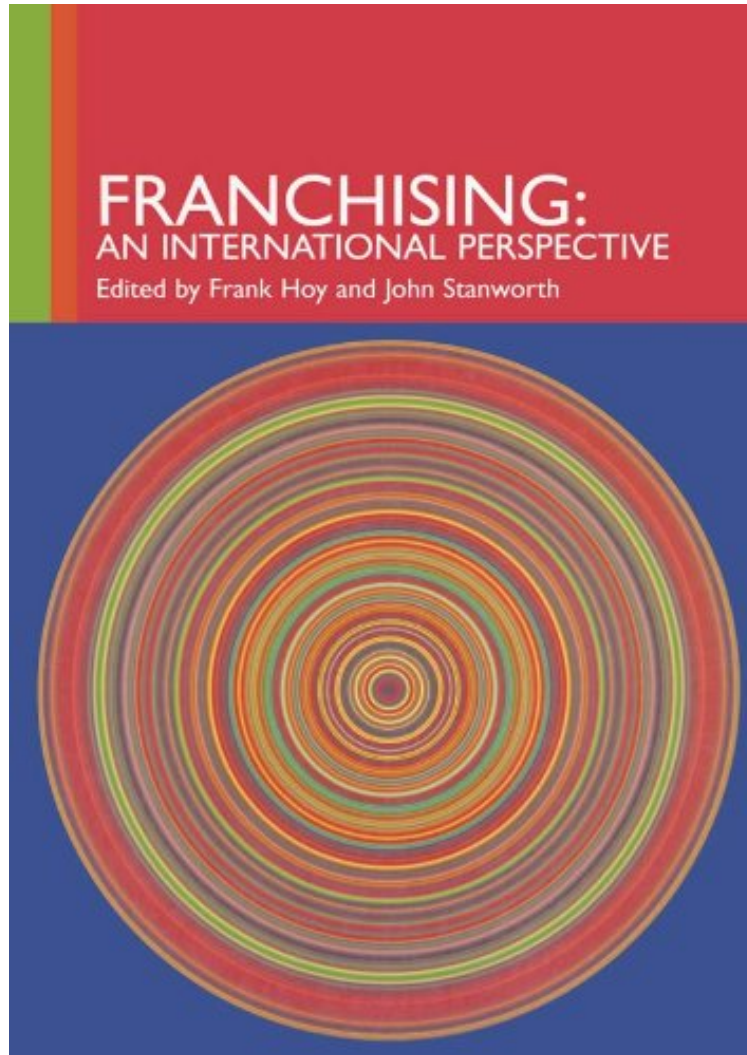


[FREE] Franchising: An International Perspective

## Franchising: An International Perspective

*From Routledge*

*audiobook / \*ebooks / Download PDF / ePub / DOC*



 [Download](#)

 [Read Online](#)

#4295164 in eBooks 2014-02-04 2014-02-04 File Name: B00IOPXUFU | File size: 38.Mb

**From Routledge : Franchising: An International Perspective** before purchasing it in order to gage whether or not it would be worth my time, and all praised Franchising: An International Perspective:

Franchising is a unique collection of articles that offers a handpicked selection of the main outstanding 'classic' texts in franchising knowledge. Researchers, students, professional advisors and anyone with a serious interest in the development of this extremely topical subject can now have, at their fingertips, the key articles and papers that have contributed to the philosophy of cloning business success. Many researchers in the field have only heard of the names, 'Brickley and Dark', 'Rubin', 'Hunt' or 'Oxenfeldt and Kelly', but may never have seen their seminal works through the difficulty in locating the material. Their original articles are reproduced in full here, complete with supporting analysis

from the editors.

About the Author Professor Frank Hoy, Dean of Texas University (EP) Business School enjoys a national (US) and international reputation in the field of entrepreneurship and has a special interest in franchising. Professor John Stanworth, is at the University of Westminster is the Head of the International Franchise Research Centre (IFRC) in London and also Director-General of the Small Business Research Trust based at the Open University in Milton Keynes.