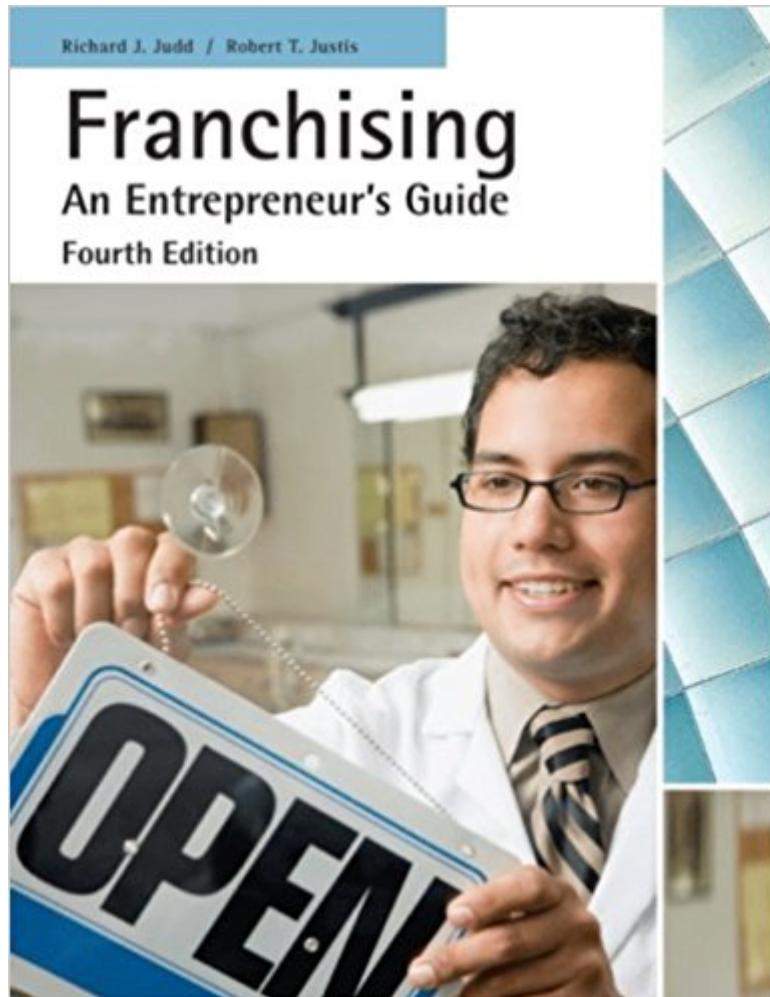


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Franchising



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

Paperback: 621 pages

Publisher: Cengage Learning; 4 edition (December 14, 2007)

Language: English

ISBN-10: 0759367051

ISBN-13: 978-0759367050

Product Dimensions: 8.5 x 1.3 x 10.6 inches

Shipping Weight: 3.4 pounds (View shipping rates and policies)

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Robert T. Justis is the Director of the International Franchise Forum at LSU and a Professor in the Management Department and the Entrepreneurship Institute, E. J. Ourso College of Business Administration, Louisiana State University. He formerly held the Marshall Chair of Franchising at the University of Nebraska. Dr. Justis received his Bachelor of Science degree from Brigham Young University in 1967, his MBA degree from BYU in 1969, and his Doctor of Business Administration degree from Indiana University in 1972. Present teaching and research areas are concerned with franchising, entrepreneurship, international businesses, and strategic business practices. He is also a Visiting Professor at Kingston University in London, England.

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