

## Franchising And Licensing: Two Powerful Ways To Grow Your Business In Any Economy

*Experienced franchiser Shelly Sun shares practical advice, insights, and her own compelling experiences to help readers discover the power and avoid the pitfalls of franchising their businesses. Features: A low-risk, low-capital path to astounding growth. In today's economic environment, and long into the future, access to capital is limited. Successful business owners have few options for dramatically expanding their brand, taking it to the regional, national, or even international arena. This book describes how readers, through franchising, can use other people's money and leverage their success for rapid growth; Covers the entire process of franchising. Most books on franchising focus on educating the franchisee, but this book is designed to fully educate the franchiser. The author walks readers through each stage of the franchising process: from determining if they have a franchisable concept, to assembling a professional team without wasting money, to adjusting the business model along the way for optimum growth, to growing as a leader to assume new challenges; Written by an experienced, nationally lauded franchiser. Unlike many authors of books on franchising, Shelly Sun has been through the process, growing her business from \$1 million to \$100 million in five years. She's been named entrepreneur of the year by the International Franchise Association and is being featured on a network prime-time show about compelling companies. The book offers practical advice like that in Franchising for Dummies, with a focus on business growth for the franchiser, as in Franchising and Licensing by Andrew Sherman.*

*As an experienced corporate and transaction lawyer, author Andrew Sherman offers insider insights into unique opportunities for business growth--specifically, leveraging your intellectual capital through franchising and licensing. By helping you understand what intellectual capital is, what revenue your company is entitled to, and how to manage these intangible assets, he provides the knowledge and tools necessary to keep your business not only operating, but growing in any economy. Filled with illuminating examples, stories from the field, and dozens of forms for drafting franchising agreements and licensing programs, Franchising & Licensing simplifies the strategic, legal, financial, and operational aspects of these complex but highly profitable business strategies. Readers will learn how to: raise capital, structure agreements, and protect intellectual property; create market-responsive sales, marketing, and globalization strategies; establish quality control and compliance measures; and assess opportunities for mergers and acquisitions, joint ventures, and other alternatives to franchising--among many other essential insights. Plus, the fourth edition incorporates up-to-the-minute information on regulations, best practices, web strategies, branding techniques and global trademark laws, the new FDD disclosure format, and the latest franchising trends. Comprehensive and applicable to domestic and international franchising initiatives alike, this go-to guide remains the industry standard for insights on expanding your business.*

**Trademark Licensing and Franchising**

**A Comparison ; 7. Annual International Management Conference on Franchising, 1971**

**International Licensing, Franchising & Product Distribution**

**Franchising and Licensing of Public Service in Florida**

**Theory, Analysis, Strategy**

Useful for undergraduate and graduate students of international business, this work features coverage of the Asian financial crisis and the European Union. Its treatment of such topics as foreign exchange, international trade policy, and economic development introduces students to techniques for analyzing national economies.

This is a comprehensive guide to setting up and running a franchise or licensing operation, with particular emphasis on how to use these two techniques as powerful business growth strategies.

Foreign Operation Methods

New Zealand Law Society Seminar

theory, management and strategies for the 21st century

The Small Business Legal Guide

Franchising and Licensing

Franchising & LicensingTwo Powerful Ways to Grow Your Business in Any EconomyAMACOM/American Management Association

Growing your business doesn't have to be messy or complicated. This indispensable reference provides legal insider insight into how to leverage the intellectual capital of your company to generate new revenue.

A 4-Phase Guide to Business Expansion

Licensing and Franchising

The SAGE Handbook of International Marketing

Expanding Abroad

Licensing and Franchising in Cross-border Markets

**Franchising is one of the fastest and most popular means of business expansion. At the core of franchising is the licensing of intellectual property rights. Packed with examples and tips, this practical guide for business people outlines different types of franchise and takes you through the franchising process, identifying the key issues to consider at each stage.**

**Traditional corporation law (or "entity" law) no longer covers the challenges presented by today's multinational corporate integration and control. Now, Blumberg's ground-breaking analysis of the law of corporate groups (or "enterprise" law) brings current trends in business law into sharp focus, with detailed examination of thousands of cases. This unique addition to The Law of Corporate Groups library provides in-depth coverage of statutory and judicial law, federal and state, that affects companies engaged in enterprises linked by franchise, license, or contract rather than by corporate stock. It explains and analyzes in detail the issues facing such entities as franchisers and franchisees, licensor and licensees, contractors and subcontractors, hospitals and other health care institutions, medical personnel in independent practice, and many others.**

**A Comparison**

**Franchising & Licensing**

**Franchising & Licensing, 4th Edition**

**Enterprise Liability in Commercial Relationships**

**Franchising and Licensing of Public Services in Florida**

**New insights and a provocative perspective characterized this book by Professors Welch, Benito, and Petersen. . . Managers will find the framework of this book very appealing and relevant to their everyday international efforts and inquiries. The book is mandatory reading for academics and graduates in business, international marketing, and international business. Carlos M. Rodriguez, International Marketing Review**
**Numerous books and articles on entry strategies and entry modes explain why companies choose a certain mode and how companies should enter foreign markets. This book, however, deals with the strategic decision making process when deciding which mode to use on entering a new market. The approach in this book is novel in that it discusses and suggests how companies can use a mixed mode approach to achieve success in foreign markets. Moreover, it deals with issues such as how and when to move from one mode to another, which has always been an important question for firms as well as for scholars. To summarize, this is a timely publication which, based on solid theoretical grounding, provides excellent guidelines for managers formulating strategies to enter new markets, as well as expanding their operations in foreign markets. Pervez N. Ghauri, Manchester Business School, University of Manchester, UK**
**Also known as entry modes or foreign market servicing methods , foreign operation methods are critical criteria for companies ability to function in the international business arena. This comprehensive and accessible textbook explores the characteristics, choice, utilization and management of foreign operation methods. The book provides an extended analysis of the various foreign operation mode options, including those that have, until now, received relatively cursory treatment. Issues such as international licensing, franchising, outsourcing, project operations and management contracts are also discussed. In addition to providing an overview of the various theoretical perspectives on foreign operation mode choice, a treatment of emerging strategy concerns such as mode combinations and mode switching is included. Featuring a thorough overview of the various theoretical perspectives on foreign operation mode choice and use, and treatment of emerging strategy concerns such as mode combinations and mode switching, this textbook provides a somewhat broader coverage of foreign operation methods than current literature has offered until now. It will prove invaluable for a wide-ranging readership encompassing undergraduate and postgraduate students, academics and practitioners in the field of international business.**

**"Johnson astutely reveals that franchisees are not Borg-like assimilation machines, but, rather, complicated ecosystems within which creative workers strive to create compelling 'shared worlds.' This finely researched, breakthrough book is a must-read for anyone seeking a sophisticated understanding of the contemporary media industry." —Heather Hendershot, author of What's Fair on the Air?: Cold War Right-Wing Broadcasting and the Public Interest**
**While immediately recognizable throughout the U.S. and many other countries, media mainstays like X-Men, Star Trek, and Transformers achieved such familiarity through constant reincarnation. In each case, the initial success of a single product led to a long-term embrace of media franchising—a dynamic process in which media workers from different industrial positions shared in and reproduced familiar cultureacross television, film, comics, games, and merchandising. In Media Franchising, Derek Johnson examines the corporate culture behind these production practices, as well as the collaborative and creative efforts involved in conceiving, sustaining, and sharing intellectual properties in media work worlds. Challenging connotations of homogeneity, Johnson shows how the cultural and industrial logic of franchising has encouraged media industries to reimagine creativity as an opportunity for exchange among producers, licensees, and evenconsumers. Drawing on case studies and interviews with media producers, he reveals the meaningful identities, cultural hierarchies, and struggles for distinction that accompany collaboration within these production networks. Media Franchising provides a nuanced portrait of the collaborative cultural production embedded in both the media industries and our own daily lives.**

**Trade Mark Licensing and Franchising**

**Including Franchising, Licensing, Health Care Enterprises, Successor Liability, Lender Liability, and Inherent Agency**

**IP, Technology Transfer and Competition Law**

**Special issue Licensing and franchising across borders**

**How to Franchise Your Successful Business**

**The definitive resource for corporations in myriad industries-now completely revised and updated. Filled with illuminating examples, stories from the field, and dozens of forms for drafting franchising agreements and licensing programs, the fourth edition of Franchising and Licensing covers all the strategic, legal, financial, and operational aspects of these complex but highly profitable business strategies. Incorporating up-to-the-minute information on regulations, best practices, Web 2.0 strategies, branding techniques and global trademark laws, the new FDD disclosure format, and the latest franchising trends, this indispensable reference reveals how to: Raise capital, structure agreements, and protect intellectual property - Create market-responsive sales, marketing, and globalization strategies - Establish quality control and compliance measures - Assess opportunities for mergers and acquisitions, joint ventures, and other alternatives to franchising - And much more**
**Comprehensive and applicable to domestic and international franchising initiatives alike, this essential guide remains the industry standard.**

**This looseleaf volume covers the regulation and licensing issues pertaining to local government franchising, public utilities, taxicab services, ambulance services, cable television, and other aspects of public service franchising under Florida law.**

**Creative License and Collaboration in the Culture Industries**

**In Good Company**

**In Good Company: Managing Intellectual Property Issues in Franchising (French version)**

**A Low-Capital Path to Multiplying Your Business Through Franchising**

**Franchising and Licensing Icons of Singapore 2015-2016**

**Over the past two decades; the nature of international marketing has faced huge change. Increasingly challenged with the unprecedented emergence of globally integrated, yet geographically scattered activities multinational marketing has had to respond accordingly. The SAGE Handbook of International Marketing brings together the fundamental questions and themes that have surfaced and promises to be an essential addition to the study of this critical subject area. In an internationally minded and detailed analysis, the contributors seek to examine the state of the art in research in international marketing, with particular emphasis on the conceptual framework and theory development in the field. Looking at new research, formative and fundamental literature and the nature of strategic alliance and global strategy, this timely and comprehensive handbook offers the reader a compelling examination of the central concerns of marketing for an international community.**

**Explains the most common types of business entities, and discusses purchasing an existing business, contacting government agencies, taxes, franchising, and licensing agreements**

**International Licensing Agreements**

**The Critical Legal Matters Affecting Your Business**

**Franchising and Licensing as a Way of Doing Business in Venezuela**

**Media Franchising**

**Business Strategies and Legal Considerations in Franchising and Non-Franchise Trademark Licensing**

**Like any contract, an international licensing agreement spells out the rights and obligations of the contracting parties, manages potential risks and supplies a contingency plan for each party in the event the contractual relationship breaks down. However, international licensing of intellectual property, software or technology confronts the contracting parties with its own distinct challenges. When planning, drafting and negotiating such agreements, it is imperative to know exactly what core issues need to be addressed. This book provides this know-how in an easy-to-use, clear and concise fashion. This expert guide to the complex world of international licensing agreements brings together all the essential materials needed when dealing with such agreements and covers the following: • business models that may be used by the contracting parties; • standard provisions encountered in an array of international licensing agreements; • analysis of the key clauses in various international licensing agreements inter alia trademark, software, franchise and technology licences with provisions as affected by jurisdiction; • effect of competition law in a variety of jurisdictions; • ensuring trademark protection at both national and international levels; • clear explanation of key franchising terminology and disclosure rules; and • effect of international dispute resolution rules in a range of jurisdictions. Alongside detailed contract analysis, the book details numerous case studies from an array of industries, with detailed commentary. Practitioners operating within or representing medium to large firms who normally have to prepare or provide advice on international licence arrangements will quickly find this reference material indispensable. The book's thorough analysis of this complex area will also be welcomed by professionals working for universities, industry, interest groups, government departments and international organisations.**

**Module of Franchising and Licensing is specially written for business students at the local tertiary institutions. Spanning twelve chapters, this book presents fundamental aspects of franchising and licensing in an easy-to-understand and accessible manner. Furthermore, this book reinforces student's grasp of the topics taught through discussion questions at the end of each chapter. Each chapter is also accompanied by examples from Malaysia and other countries for enhanced learning.**

*Grow Smart, Risk Less*

*Two Powerful Ways to Grow Your Business in Any Economy*

*Theory and Practice*

*Managing Intellectual Property Issues in Franchising (Russian version)*

Annotation. For more than a decade, this book has been the definitive guide to franchises and licensing programs. In this third edition, author and prominent attorney Andrew J. Sherman expands his in-depth coverage to include international franchising initiatives. In addition, every chapter has been thoroughly updated to reflect new information on market responsiveness, compliance, and other key issues. The result is a truly global reference that will prove indispensable to companies and entrepreneurs alike. If you're looking for the latest edition of this book. It became the industry standard immediately upon its original publication, opening up enticing opportunities for entrepreneurs as well as presenting new strategic options for corporations. Now the third edition gives it truly global reach. Expanded to include international as well as domestic (U.S.) franchising and licensing, it comprehensively covers the strategic, legal, financial, and operational aspects of these complex but highly profitable business structures.

International Business

In Good Company: Managing Intellectual Property Issues in Franchising

Franchising and Licensing for Business Growth

Assignment, Transmittals, Franchising and Licensing of Intellectual Property

Intellectual Property