How To Open Mcdonalds Franchise In India Cost And Investment

BLACK ENTERPRISE is the ultimate source for wealth creation for African American professionals, entrepreneurs and corporate executives. Every month, BLACK ENTERPRISE delivers timely, useful information on careers, small business and personal finance.

Basic Strategy in Context centres on real-world firms and managers by giving each chapter ' s cases a higher weighting in importance and explanation than is normal. Given this emphasis on real-world as opposed to theoretical treatment the book enables the solving of practical business problems like those below. This emphasis on reality is cemented by the book ' s treatment of diversity as being the norm highlighted through European business cases from different countries. Giving example answers and links from case to theory rams home further the expected usefulness of the book to students about to enter industry. Often theory and cases are treated as different and separated topics; we believe that our integrated didactic treatment is quite unique. Finally we use the basic theories of strategy and then show how these mainly simple concepts can be extended to solve tricky business problems anywhere in any industry. Here is a sample of specific practical problems to which this book can show solutions: Why are resources important and how are they leveraged? Using the case of a British failure (Railtrack) we show the fatal consequences of neglecting existing resources, and then in a completely different country and industry (Carlo Gavazzi Space in Italy) how resources can be utilised from outside the firm to achieve leverage. Given our emphasis on diversity we highlight successful change in a foreign and inflexible environment (Japan and Carlos Ghosn). But can change be planned? Sometimes events or luck sabotage the best intentions as shown in the Samsung case. The book differentiates itself from the competition in four ways: Cases form the highlight of the book. Taking European and some international cases as the starting point, the objective is to link themes or topics to a description of their effect on the firm. The linkage will occur at the relevant point in the case, not in a separate section or in another book. The author team has used several longitudinal cases spread over a 15-20 year period. The longitudinal cases are supported by some new, non-longitudinal cases selected from award winning cases associated with the LRP Journal and the Gate2Growth Academic Network. We feel such an emphasis on cases is a novel feature. The theory is explained using a range of modern didactic methods not usually found in competitive offerings. Examples include colour coded and highlighted links from the theory to the case, questions inside each theory section with model answers and unanswered questions to test the student ' s grasp of the concepts. The book features a mixture of cases from short specific to academically challenging ones. Too often, superficial cases are placed at the end of chapters in strategy theory books. They are picked to emphasize the topics of the preceding chapters. The result is spoon-feeding, with little need or motivation to provoke individual thought or learning. The cases in this book are comprehensive, approximately 20 pages in length, with ample quantitative and qualitative data, thus forcing a modicum of effort from the student. Shorter cases are also included for ease of understanding and instructor flexibility. Another differentiating feature is the emphasis on diversity hence the use of European as opposed to US based cases. "Thomson and Baden-Fuller have crafted a highly original and practical strategy textbook covering a wide range of strategic issues, debates, and frameworks. Their work contains a thorough overview of the strategy field, appealing cases of European firms such as Abrakebabra and Your cup of tea, as well as insightful treatises on the Brent Spar ignominy and the weapon industry. The clever combination of mini-cases, theory, questions and full-fledged cases, and a clear overall structure ensure that students obtain a representative image of strategy as it plays out in the 21st century." —Paul W.L. Vlaar, Associate Professor, Vrije Universiteit Amsterdam, Faculty of Economics and Business Management

This book sheds light on all aspects of earnings claims, including defining what an earnings claim really is, the origins of its regulation under the franchise disclosure laws, how a franchisor should prepare an earnings claim, how a franchisee should use an earnings claim, how a franchisee may attack lawful and unlawful earnings claims, how a franchisor may defend against such attacks, and how the government franchise enforcement authorities, investigate unlawful earnings claim activity.

Written by the late Dave Thomas, the widely known founder of Wendy's, and franchising consultant Michael Seid, this is a comprehensive and reliable resource for anyone interested in purchasing a franchise.

Ray & Joan

Forked

Politics, Patronage and Profits

Economics for Business

How to attract wealth using the secret science of getting rich Your Practical Guide to Living the Law of Attraction

Franchise Management For Dummies

Antitrust policy nominally plays an instrumental public interest role. The generally accepted notion is that it is a government instrument designed to intervene in relatively unregulated markets in order to preserve rivalry among independent buyers and sellers. Competition authorities are supposed to restrain business conduct that exercises monopoly power aimed at excluding competitors or exploiting consumers and clients. Thus it can be said - although few pro-market theorists make the insight explicit - that antitrust provisions reveal mistrust of the capacity of markets to promote social welfare. The inner logic, enforcement mechanisms, and practical outcomes of antitrust provisions are all intrinsically contradictory to the natural dynamic course of market functioning. In Dr. De Leon's challenging thesis, this mistrust of the market lies at the root of antitrust policy, giving rise always to a preference towards 'predicting' the result of impersonal market forces rather than interpreting the entrepreneurial behaviour which creates those forces. And it is in Latin America that he finds the powerful evidence he needs to support his case. From the formative years of Latin American economic institutions, during the Spanish Empire, economic regulations - far from being driven by the pursuit of promoting free trade and economic freedom - have been conceived, enacted and implemented in the context of deeply anti-market public policies, trade mercantilism and government dirigisme. The so-called "neoliberal" revolution of the 1990s triggered by the Washington Consensus did not really change the interventionist innuendo of these policies, but merely restated the social welfare goal to be achieved: the pursuit of economic efficiency. Dr. De Leon presents his case against the assumption that consumer welfare orientated policies such as antitrust do really promote entrepreneurship and market goals. Paradoxically, antitrust enforcement has undermined the transparency of market institutions, in the name of promoting market competition. The author's provocative analysis marshals several sets of facts in support of his thesis, including the actual functioning of antitrust policy as reflected in case law in various Latin American countries, the preference of merger control over other less intrusive forms of market surveillance, the constrained role of competition advocacy against government acts, and the ineffective institutional structure created to apply the policy. Among the many specific topics treated are the following: government immunity; strategic industries; state-owned enterprises; politically influential groups; measurement of market concentration; the burden of proof of social welfare benefits; the role of joint trade associations and professional guilds; institutional arrangements that favour collusion; selective distribution; sector regulation; erosion of property rights; marginal role of courts in the antitrust system; leniency programs; and privatized public utilities. The growing significance of Latin America in the context of economic globalization endows this book with huge international interest. Written by a leading authority on the topic, this is the first book that presents a detailed description of Latin American antitrust law and policy as it has been developed through numerous judicial opinions. A wide variety of audiences around the world will find it of extraordinary value: competition law specialists, scholars and students of the subject, policymakers and politicians in Latin America, as well as all interested lawyers, jurists, and economists.

"He either enchants or antagonizes everyone he meets. But even his enemies agree there are three things Ray Kroc does damned well: sell hamburgers, make money, and tell stories." --from Grinding It Out Few entrepreneurs can claim to have radically changed the way we live, and Ray Kroc is one of them. His revolutions in food-service automation, franchising, shared national training, and advertising have earned him a place beside the men and women who have founded not only businesses, but entire empires. But even more interesting than Ray Kroc the business man is Ray Kroc the man. Not your typical self-made tycoon, Kroc was fifty-two years old when he opened his first franchise. In Grinding It Out, you'll meet the man behind McDonald's, one of the largest fast-food corporations in the world with over 32,000 stores around the globe. Irrepressible enthusiast, intuitive people person, and born storyteller, Kroc will fascinate and inspire you on every page.

This memorandum of law discusses and describes how government criminal identity theft occurs, how it is concealed and protected, how to prove it exists in a court of law, and remedies to fight it. Disclaimer: https://sedm.org/disclaimer.htm For reasons why NONE of our materials may legally be censored and violate NO Google policies, see: https://sedm.org/why-our-materials-cannot-legally-be-censored/

The definitive A-to-Z guide to researching, selecting, and starting a viable franchise business With more and more professionals looking for alternatives to traditional corporate employment, Become a Franchise Owner! informs would-be franchise owners of the joys and perils of purchasing a franchise. Authored by a trusted, feisty, tell-it-how-it-is independent franchise industry insider, this book offers straightforward, step-by-step tips and advice on how to properly (and carefully) research and select a franchise business. Get tips on how to locate information about franchises, current industry trends, interviews with franchisors, and hot franchise opportunities. Offers a self-evaluation to discover if you are "franchise material" Describes how to choose the right franchise for your specific situation Lists the 40 crucial questions to ask current franchise owners Owning a franchise isn't for everyone; in fact, as Joel Libava says, "it's really not for most people." But if it is for you, this book can guide you in starting your own successful franchise business.

Government Identity Theft, Form #05.046

The Dark Side of the All-American Meal

New York Magazine

The Story of McDonald's

How Inner Cities Got Fast Food with Government Help

Reflections on a 50-year Journey from the Segregated South to America's Boardrooms and what it Can Teach Us All

WINNER • 2021 PULITZER PRIZE IN HISTORY Winner • 2022 James Beard Foundation Book Award [Writing] The “stunning” (David W. Blight) untold history of how fast food became one of the greatest generators of black wealth in America. Just as The Color of Law provided a vital understanding of redlining and racial segregation, Marcia Chatelain’s Franchise investigates the complex interrelationship between black communities and America’s largest, most popular fast food chain. Taking us from the first McDonald’s drive-in in San Bernardino to the franchise on Florissant Avenue in Ferguson, Missouri, in the summer of 2014, Chatelain shows how fast food is a source of both power—economic and political—and despair for African Americans. As she contends, fast food is, more than ever before, a key battlefield in the fight for racial justice.

Describes and defends the Non-Resident Non-Person Position that is the foundation of this website.

Offers individual volumes on a country or regional cuisine for which information is most in demand. These are idel for country studies for student assignments and for enhancing a foodie's cultural knowledge.

Discusses the people, the strategies, and the innovations that turned a hamburger stand into a multi-billion-dollar corporation that revolutionized an industry and influenced the culture of America.

Fast Food Nation

European text and cases

The Franchisee Lifestyle

Supersizing Urban America

A Consumer Guide to Buying a Franchise

True Food

This book uses the concepts of rent and rent-seeking to study Malaysian political economy.

This volume represents a real-life case study, revealing the interaction between the McDonald's Corporation - the most famous brand in the world - and the regulatory systems of a number of different European countries.

Raising Entrepreneurial Capital guides the reader through the stages of successfully financing a business. The book proceeds from a basic level of business knowledge, assuming that the reader understands simple financial statements, has selected a specific business, and knows how to write a business plan. It provides a broad summary of the subjects that people typically research, such as "How should your company position itself to attract private equity investment?" and "What steps can you take to improve your company's marketability?" Much has changed since the book was first published, and this second edition places effects of the global recession in the context of entrepreneurship, including the debt vs. equity decision, the options available to smaller businesses, and the considerations that lead to rapid growth, including venture capital, IPOs, angels, and incubators. Unlike other books of the genre, Raising Entrepreneurial Capital includes several chapters on worldwide variations in forms and availability of pre-seed capital, incubators, and the business plans they create, with case studies from Europe, Latin America, and the Pacific Rim. Combines solid theory with a practitioner's experience and insights Case studies illustrate theory throughout the book Updated to reflect the realities of the global economic recession

Have you ever wanted to own your own business and be your own boss? Have the start-up costs and fear of failure put you off? Have you considered that franchising might be a better option? Building a successful business is hard work. Add to that the fact that 9 out of 10 fail within their first year, and you can see why many people take the safe option of a regular pay check. But there is another way to ensure success, and it comes through becoming a franchisee. With a franchise, you stand a better chance of success. With this book, Franchisee Lifestyle: Your Future as a Franchisee is Better Than You Think, you can discover the path to success, with chapters that look at: The franchisee lifestyle Franchise deal killers The buying process Making sure you buy the franchise that is right for you Why your future as a franchisee is bright And more... If you've ever been tempted to start a business of your own, you may want to read this book first. It will provide you with the information you need to make sure you can start a franchise that will be both profitable and successful. Get a copy now and see why franchising is the way forward!

Become a Franchise Owner!

The Guide to Employing the Greatest Growth Strategy Ever

The Lexus and the Olive Tree

Seasonal, Sustainable, Simple, Pure

Buying a Franchise

The Unequal Struggle

Details the history of the company from its beginnings in Illinois to becoming a major, international corporation.

Wade's Story is true. I am sharing it for the glory of God and so that others who are struggling with trials and suffering in their lives will be comforted and encouraged. The timeline is primarily 1996 to 2001, during which our family, church, friends, and community came together in love and support for our son, Wade Altman. At only nine years of age, during a normal, rambunctious, and mischievous childhood, Wade began having symptoms. Our shock at this turned into an aggressive search for treatment and a need to reach God for healing. My precious wife, Lisa, already a prayer warrior, turned the volume on high! As for me, I returned to Jesus on my face before Him at the altar. There was nowhere else to go. Wade bravely faced our decision for his care, as did our courageous daughter, Blakely. This writing is also a testimony of the power of prayer as you will read about many miracles, before, during, and after the transplant and even to this day. I believe we can add two passages of scripture to the summary of Wade's Story And we know that in all things God works for the good of those who love Him, who have been called according to His purpose. (Romans 8:28) Trust in the Lord with all your heart and lean not on your own understanding. (Proverbs 3:5)

Supersizing Urban America reveals how the US government has been, and remains, a major contributor to America s obesity epidemic. Government policies, targeted food industry advertising, and other factors helped create and reinforce fast food consumption in America s urban communities. Historian Chin Jou uncovers how predominantly African-American neighborhoods went from having no fast food chains to being deluged. She lays bare the federal policies that helped to subsidize the expansion of the fast food industry in America s cities and explains how fast food companies have deliberately and relentlessly marketed to urban, African-American consumers. These developments are a significant factor in why Americans, especially those in urban, low-income, minority communities, have become disproportionately affected by the obesity epidemic."

Essay from the year 1999 in the subject American Studies - Culture and Applied Geography, grade: 1,3, Friedrich-Alexander University Erlangen-Nuremberg, 26 entries in the bibliography, language: English, abstract: Going for a walk through a deserted alley in the city at night, watching the stars shining above, it might not seldom happen that you notice a yellow glow from behind a corner. When having curiously turned around it, perceiving a creepy loud rumbling, you spot that the glow comes from a big shining "M" floating in the air. The symbol becomes bigger and bigger the nearer you walk towards it, your pulse rises and having finally reached the "M" you open the door of the McDonald's restaurant and enter to have a burger to stop the rumbling of your stomach. Meanwhile, there is a McDonald's in every big city at nearly every corner. But where does McDonald's originally come from? This thesis gives a summary of the history of McDonald's - one of the most widespread companies in the world.

Franchise Your Business

Working for McDonald's in Europe

Black Enterprise

The Man Who Made the McDonald's Fortune and the Woman Who Gave It All Away

McDonald's

Mcdonald's

The investment required to license a franchise is a substantial sum. The results can be tremendously lucrative, providing both financial and professional independence, but there are also plenty of potential pitfalls. Better Business Bureau’s Buying a Franchise: Insider's Guide to Success is packed with essential information, including worksheets, checklists, and charts. Experienced entrepreneurs from the Better Business Bureau guide invest negotiating a contract to techniques for managing a profitable business.

Franchise: The Golden Arches in Black AmericaLiveright Publishing

A restaurant critic can tell you about the chef. A menu can tell you about the farm-sourced ingredients. Now who's going to tell you about the people preparing your meal? From 2015 James Beard Leadership Award winner Saru Jayaraman, Forked is an enlightening examination of what we don't talk about when we talk about restaurants: Is the line cook working through a case of stomach flu because he doesn't get paid sick days? Is the bu he speaks with an accent? Is the server tolerating sexual harassment because tips are her only income? As most corporate restaurants continue to set low standards for worker wages and benefits, a new class of chefs and restaurateurs is working to foster sustainability in their food and their employees. Forked offers an insider's view of the highest--and lowest--scoring restaurants for worker pay and benefits in each sector of the restaurant of thinking about how and where we eat.

A journalist explores the homogenization of American culture and the impact of the fast food industry on modern-day health, economy, politics, popular culture, entertainment, and food production.

Franchising For Dummies

The History of McDonald's

A New Standard for American Dining

The Start-Up Guide to Lowering Risk, Making Money, and Owning What you Do

Basic Strategy in Context

The Latin American Experience

The #1 bestseller that presents seasonal, sustainable, and delicious recipes from Dr. Andrew Weil's popular True Food Kitchen restaurants. When Andrew Weil and Sam Fox opened True Food Kitchen, they did so with a two-fold mission: every dish served must not only be delicious but must also promote the diner's well-being. True Food supports this mission with freshly imagined recipes that are both inviting and easy to make. Showcasing fresh, high-quality ingredients and simple preparations with robust, satisfying flavors, the book includes more than 125 original recipes from Dr. Weil and chef Michael Stebner, including Spring Salad with Aged Provolone, Curried Cauliflower Soup, Corn-Ricotta Ravioli, Spicy Shrimp and Asian Noodles, Bison Umami Burgers, Chocolate Icebox Tart, and Pomegranate Martini. Peppered throughout are essays on topics ranging from farmer's markets to proper proportions to the benefits of an anti-inflammatory diet. True Food offers home cooks of all levels the chance to transform meals into satisfying, wholesome fare.

The movie The Founder, starring Michael Keaton, focused the spotlight on Ray Kroc, the man who amassed a fortune as the chairman of McDonald’s. But what about his wife Joan, the woman who became famous for giving away his fortune? Lisa Napoli tells the fascinating story behind the historic couple. Ray & Joan is a quintessentially American tale of corporate intrigue and private passion: a struggling Mad Men–era salesman with a vision for a fast-food franchise that would become one of the world’s most enduring brands, and a beautiful woman willing to risk her marriage and her reputation to promote controversial causes that touched her deeply. Ray Kroc was peddling franchises around the country for a fledgling hamburger stand in the 1950s—McDonald’s, it was called—when he entered a St. Paul supper club and encountered a beautiful young piano player who would change his life forever. The attraction between Ray and Joan was instantaneous and instantly problematic. Yet even the fact that both were married to other people couldn’t derail their roller coaster of a romance. To the outside world, Ray and Joan were happy, enormously rich, and giving. But privately, Joan was growing troubled over Ray’s temper and dark secret, something she was reluctant to publicly reveal. Those close to them compared their relationship to that of Elizabeth Taylor and Richard Burton. And yet, this volatility paved the way for Joan’s transformation into one of the greatest philanthropists of our time. A force in the peace movement, she produced activist films, books, and music and ultimately gave away billions of dollars, including landmark gifts to the Salvation Army and NPR. Together, the two stories form a compelling portrait of the twentieth century: a story of big business, big love, and big giving.

Aspiring business owners and executives seeking to climb to the next rung, young to mid-career professionals seeking tools for life achievement, and general readers interested in biographies of successful people will like Larry Thornton's "Why Not Win?". The book is a front-row seat to how one man altered his thinking to transform his life. The book begins with his growing up with brown skin in the 1960s in segregated Montgomery, Alabama. A desegregation school pioneer, Thornton was a classroom failure until a perceptive English teacher showed him he had value and encouraged him to go to college. Like the educator who changed his life, Thornton became a classroom teacher. But budget cuts took his job, and he decided to rewrite his story using his artistic talent. Thornton's artistry and work ethic got him attention at Coca-Cola, both for the good and the bad. He had to figure out a way to navigate this new world, where higher-ups praised him but co-workers reminded him of his "blackness" by drawing a noose in his workstation. He persevered by learning to appreciate and embrace diversity, people resources, and conflicting opinions. While his success grew at Coca-Cola, Thornton did the unthinkable: set out to be the first African American to own a McDonald's franchise in Birmingham. This thorny journey was peppered with threats, attempts to thwart his mission and a marriage he could not keep from falling apart. He absorbed the "try, try and try again" motto, and came to see that failure was a prelude to feasting upon the sweet fruit of success. Thornton's own mother never had a checking account, but years after her passing he found himself on the board of directors for a major financial institution. He slowly became a part of a small fraternity of captains of industry and fought past guilt and insecurity to pave the way for others who look like him to join him at the table. Trying to fit into this new world, he learned that "Thank you," "Please," and "Excuse me" are perhaps three of the most powerful phrases in communication. Thornton made up his mind that he would spend each day on a mission to show his unbending gratitude for his life and its benefits by fostering a supreme attitude and maintaining consistency in vision, purpose, and an unwavering commitment to principles. Thornton's journey from Madison Park, Montgomery, has been a long one. "Why Not Win?" reflects on his most useful lessons and the anecdotes associated with them. If he were a Zen monk, his koan might well be: "Plan your past." By that he means, think ahead one day, one week, one year, even twenty years out, and decide today your desired outcome, and work for it. "Thank God for memories," he says; "Let's plan to make them pleasant ones."

If you heard there was a way to attract all the money you want, would you try it? It doesn't matter what's happened to you in the past or what your current situation is - you can live the life you want and never worry about money again. Earn More, Stress Less is your practical guide to living the law of attraction. It maps out a series of well-defined, realistic steps to help you get as much money as you want and put an end to financial worries. Successful people have been using these principles for hundreds of years. By following the powerful and eminently sensible steps outlined here, you can use the science of getting rich to realise your financial dreams too. You'll discover: A clear explanation of how the law of attraction works A way to decide exactly how much money you want Simple, clear actions to start attracting wealth Ways to stop worrying about money Easy steps to develop a daily routine to maintain your cash flow Examples, exercises, templates and how-to's Case studies of people who have used the Earn More, Stress Less method to great success Are you ready to give it a try? "An astonishing guide to attract all the money you want and transform your life. Highly recommended." Dr. Joe Vitale contributor to The Secret and bestselling author of The Key and The Attractor Factor.

Non-Resident Non-Person Position, Form #05.020

Grinding It Out

Franchise: The Golden Arches in Black America

Behind the Arches

Your Future As a Franchisee Is Better Than You Think

The New and Updated Earnings Claims

Written specifically for non-specialists, this textbook provides a rigorous and engaging introduction to economics in the context of the business world. Striking the perfect balance between theory and practical application, it draws on interesting real-world examples and case studies – from tech companies to football clubs – to demonstrate the relevance of key economic concepts and theories to business. Clear and insightful, it is packed with current data and innovative features to bring the subject to life for students. This edition is thoroughly updated to include coverage of topics such as market failure, austerity, international trade and Brexit. The ideal textbook for undergraduate students studying economics on business and management degrees and for use on MBA courses. New to this Edition: - Up-to-date coverage of important topics - A new appendix on the Aggregate Demand-Aggregate Supply (AD-AS) model in Chapter 9 - A wealth of new case studies and examples, for example, on US trade policy, the challenges involved in the UK leaving the EU, and the money supply in India Accompanying online resources for this title can be found at bloomsburyonlineresources.com/economics-for-business-4e. These resources are designed to support teaching and learning when using this textbook and are available at no extra cost.

Explores the homogenization of American culture and the impact of the fast food industry on modern-day health, economy, politics, popular culture, entertainment, and food production.

A powerful and accessible account of globalization - the new world order that has replaced the cold war - by the award-winning author of From Beirut to Jerusalem.

New York magazine was born in 1968 after a run as an insert of the New York Herald Tribune and quickly made a place for itself as the trusted resource for readers across the country. With award-winning writing and photography covering everything from politics and food to theater and fashion, the magazine's consistent mission has been to reflect back to its audience the energy and excitement of the city itself, while celebrating New York as both a place and an idea.

Why Not Win?

Financial Performance Representations

MY LONG ROAD HOME-M

Franchising in America

An Institutional Assessment of Antitrust Policy

Franchise Your Growth Expert franchise consultant Mark Siebert delivers the ultimate how-to guide to employing the greatest growth strategy ever—franchising. Siebert tells you what to expect, how to move forward, and avoid costly mistakes as he imparts decades of experience, insights, and practical advice to help grow your business exponentially through franchising. Learn how to: Evaluate your existing businesses for franchisability Identify the advantages and disadvantages of franchising Develop a business plan for growth on steroids Evaluate legal risk, obtain necessary documents, and protect intellectual property Create marketing plans, build lead generation, and branding for a new franchise Cultivate the franchisee-franchisor relationship

Using a series of case studies from five industries, Dicke analyzes franchising, a marketing system that combines large and small firms into a single administrative unit, strengthening both in the process. He studies the franchise industry from the 1840s to the 1980s, closely examining the rights and obligations of both the parent company and the franchise owner. Originally published in 1992. A UNC Press Enduring Edition -- UNC Press Enduring Editions use the latest in digital technology to make available again books from our distinguished backlist that were previously out of print. These editions are published unaltered from the original, and are presented in affordable paperback formats, bringing readers both historical and cultural value.

McDonalds, Sonic, Subway, Dairy Queen, Circle K, Piggly Wiggly—all well-known franchises in America and beyond. You've probably sometimes wondered how so many of them could exist, how they manage to stay in business, and how they continue to thrive. Maybe you've even thought about running one of your own, but didn't know where to begin. Well, now you do, thanks to Running a Franchise For Dummies. Pick the perfect franchise for you Create marketing plans and branding for your new franchise Understand all of the complex legal issues surrounding the ownership of a franchise Uncover the secrets to continued success and future expansion Running a Franchise for Dummies is a clear and concise guide for anyone who wants to be their own boss and stand on the shoulders of franchise giants both big and small.

Raising Entrepreneurial Capital

Malaysia's Political Economy

The Development of a Business Method, 1840-1980

The Making of McDonald's

Wade's Story

Food Culture in the Pacific Islands