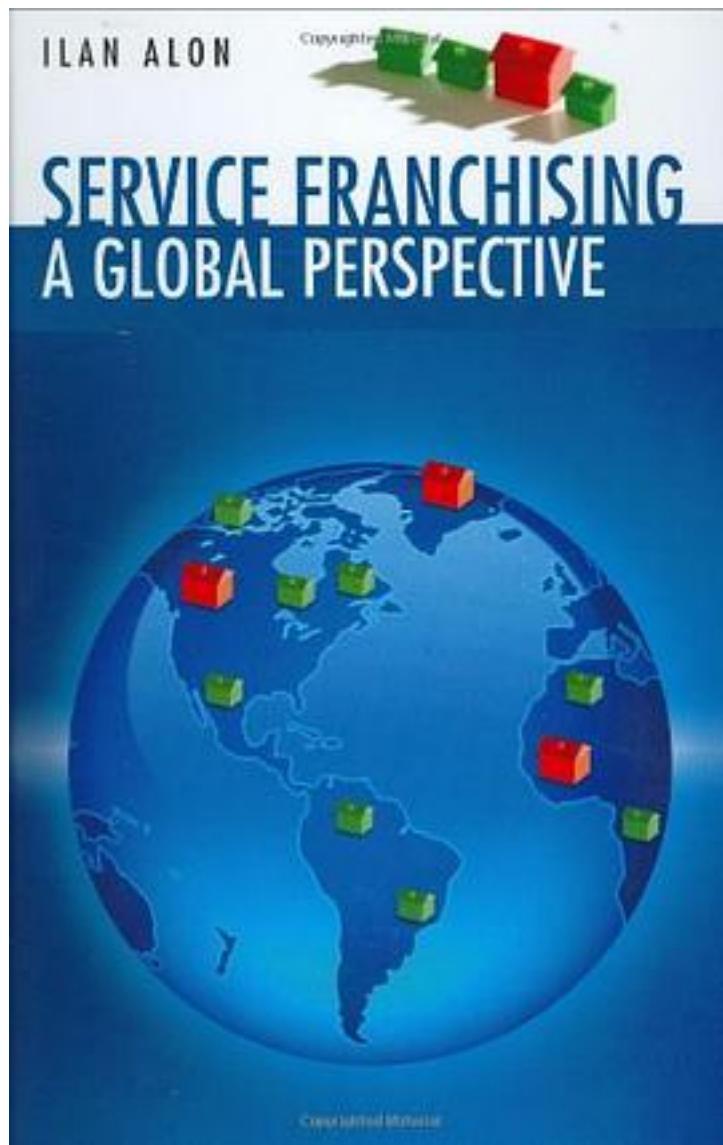


Service Franchising



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出版者:Springer Verlag

出版时间:2005-10

装帧:HRD

isbn:9780387281827

Service Franchising succinctly extracts from observations about international franchising from both the scholarly and trade literature. The work adds insights gleaned through extensive research and the experiences of the author. As a result, the book advances the body of knowledge on international franchising for the academic community. In addition to being a breakthrough text for researchers in business and economics the book also contains guidance for franchisors and franchisees in their efforts to achieve success in the global marketplace. Ilan Alon has made major contributions to the understanding of franchising, both through his own research and his compiling and study of the work of other leading researchers. Alon pioneered research into the internationalization of franchising with his published studies from Asia, Europe, Latin America and other parts of the world.

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