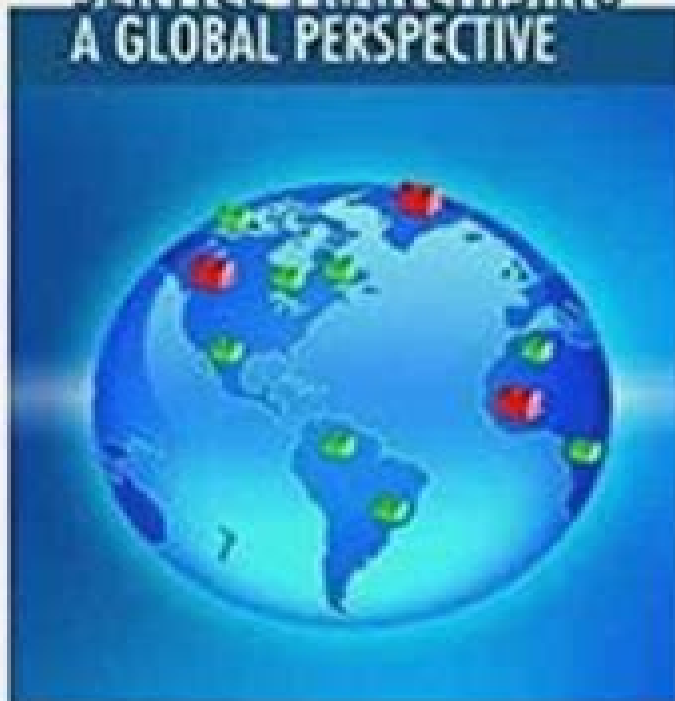


JEAN ALON



SERVICE FRANCHISING A GLOBAL PERSPECTIVE



Service Franchising A Global Perspective

Ojo, Sanya



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Handbook of Service Business John R. Bryson, Peter W. Daniels, 2015-04-30 Service business accounts for more than 75 per cent of the wealth and employment created in most developed market economies. The management and economics of service business is based around selling expertise, knowledge, and experiences. This Handbook co Social Franchising I.

Alon,2014-10-03 Social franchising represents a third generation form of franchising development after trade name and business format franchising At the intersection of social enterprise and micro finance literatures this book reviews a variety of social franchising formats across a number of developing countries *The Franchising Way* Karen Kwan,2019-02-21 In this rapidly changing new era it is becoming more and more challenging to expand a business Businesses face many challenges in both online and offline market Financial and Management resources are 2 critical resources for any business to maintain the continuous development of business Can we have alternative strategy to develop international brand Rental will be critical operational cost and will continue to increase all over the world Do you have sufficient financial capital to expand your business by opening more branches Are you experiencing a lack of strong and powerful teams to support your business expansion Would you like to have an international brand LEARN HOW TO You will learn how to overcome the cash shortage and stop being challenged by the lack of highperformance teams in this book It will show you how to set up a simple and repeatable franchise system to deliver any product or service Turn your sales times and let money generate through the network automatically **Global Marketing Management** Kiefer Lee,Steve Carter,2012-03-29 Global Marketing Management provides comprehensive coverage of the issues which define marketing in the world today equipping students with some of the most current knowledge and practical skills to help them make key management decisions in the dynamic and challenging global trade environment **New Developments in the Theory of Networks** Mika Tuunanen,Josef Windsperger,Gérard Cliquet,George Hendrikse,2011-01-12 The theory of networks aims at developing theoretical views on the design and management of alliances franchise chains licensing joint ventures cooperatives and venture capital relations The current trend in economics and management of networks is twofold First there is a strong tendency toward application of theoretical approaches developed both in organizational economics strategic management and organization theory The second trend refers to the development of more integrative views on networks Especially combining organizational economics strategic management and relational views on networks are very promising research directions Starting from this status of research the current book emphasizes network research as a theory driven field by offering new perspectives on contract design decision and ownership rights value creation knowledge management and the role of social capital in franchising networks alliances and cooperatives **Global Perspectives on Military Entrepreneurship and Innovation** Ojo, Sanya,2021-02-19 Like other organizations across the world military establishments apply the concept of entrepreneurship to day to day activities However literature on the topic runs thin creating a gap in the research on this area of military involvement in entrepreneurship These studies focus heavily on three topics ex military officers in entrepreneurship entrepreneurial minded individuals still in the military and military spouses as successful entrepreneurs It is essential that researchers interrogate these three areas across different locational contexts for a clear representation and understanding of the many forms of military entrepreneurship This research focuses on outcomes the entrepreneurial

process economic activities and ontological directions Military entrepreneurship is cross cultural spans varied locations and is linked to retired retiring serving military personnel and military spouses Global Perspectives on Military Entrepreneurship and Innovation builds on existing theoretical and empirical studies in the areas of entrepreneurship and military business and enterprise to interrogate the concepts of military entrepreneurship veteran entrepreneurship military spouse entrepreneurship or military women entrepreneurship and retirees entrepreneurship The book is a collection of studies on military entrepreneurship treating the subject with emphasis on metacognition and interrogates differences in metacognitive processing across cultures and values relating to military entrepreneurship The chapters cover various concepts in military entrepreneurship and promote entrepreneurship research within the military ecosystem This book is ideal for military personnel entrepreneurs managers practitioners researchers academicians and students interested in the concept of military entrepreneurship and innovation narratives

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