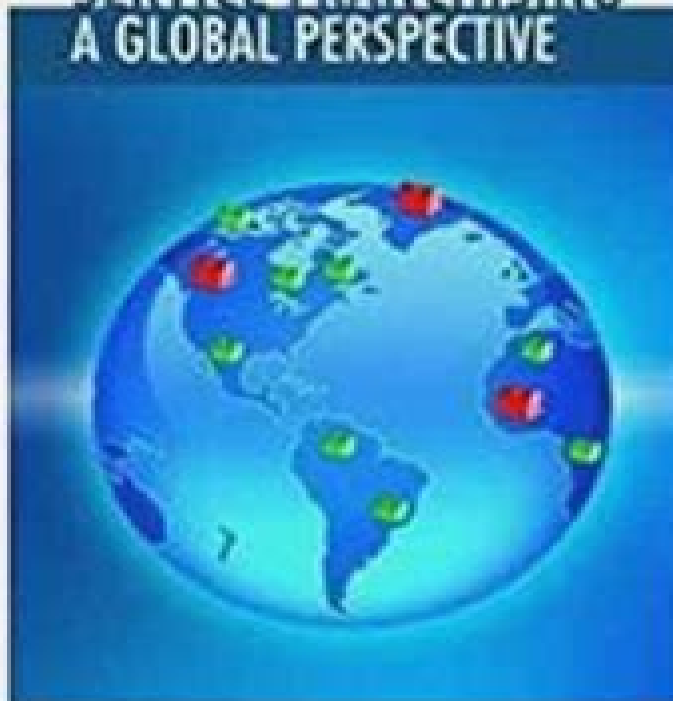


JEAN ALON



SERVICE FRANCHISING A GLOBAL PERSPECTIVE



Service Franchising A Global Perspective

**Mika Tuunanen, Josef
Windsperger, Gérard Cliquet, George
Hendrikse**



Service Franchising A Global Perspective:

Service Franchising Ilan Alon, 2006-03-14 *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.

Global Franchising Operations Management Ilan Alon, 2012-03-12 Franchising now represents more than 10% of the US economy and 50% of US retail sales, and this winning business model is now showing exceptional promise outside the US as well. Both franchisors and franchisees are beginning to discover immense opportunities to extend operations or build new franchises in emerging markets. Of course, success will depend on their ability to execute and extend successful franchising operations outside their home markets, which requires significant new skills, knowledge, and expertise. In *Global Franchising Operations Management*, the field's leading expert and author brings together an unprecedented collection of in-depth cases that illuminate the field's unexplored opportunities, key pitfalls, and proven best practices. Ilan Alon thoroughly covers key challenges from both the franchisor and franchisee perspective, teaching lessons learned by Marks and Spencer, Ruth's Chris Steakhouse, Athlete's Foot, Kodak, Sari Organic, and other pioneers. Through these cases, he addresses pivotal issues such as: Should you take your franchise operation global? What unique marketing and demand management challenges will you face in doing so? Do Master Franchisee or Micro Franchising strategies make sense for you? What are their risks, and can those risks be managed? How can you efficiently manage logistics, supply chains, and operations in unfamiliar markets? Whatever your role or potential role in global franchising operations, this book will be an indispensable resource.

Franchising Globally I. Alon, 2010-03-31 *Franchising Globally* is first of its kind to examine franchising both from an entrepreneurial and from an international perspective. The book includes theoretical discussions and practical examples of international franchising as well as both micro and macro studies of franchising environments in different parts of the world.

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.

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 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

The SAGE Encyclopedia of Economics and Society Frederick F. Wherry,Juliet B. Schor, Consulting Editor,2015-09-01 Economics is the nexus and engine that runs society affecting societal well being raising standards of living when economies prosper or lowering citizens through class structures when economies perform poorly Our society only has to witness the booms and busts of the past decade to see how economics profoundly affects the cores of societies around the world From a household budget to international trade economics ranges from the micro to the macro level It relates to a breadth of social science disciplines that help describe the content of the proposed encyclopedia which will explicitly approach economics through varied disciplinary lenses Although there are encyclopedias of covering economics especially classic economic theory and history the SAGE Encyclopedia of Economics and Society emphasizes the contemporary world contemporary issues and society Features 4 volumes with approximately 800 signed articles ranging from 1 000 to 5 000 words each are presented in a choice of print or electronic editions Organized A to Z with a thematic Reader s Guide in the front matter groups related entries Articles conclude with References Future Readings to guide students to the next step on their research journeys Cross references between and among articles combine with a thorough Index and the Reader s Guide to enhance search and browse in the electronic version Pedagogical elements include a Chronology of Economics and Society Resource Guide and Glossary This academic multi author reference work will serve as a general non technical resource for students and researchers within social science programs who seek to better understand economics through a contemporary lens

Issues in Indian Economy: National & Global Perspectives Dr. A. Navinkumar,

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

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Globalization of Services Yair Aharoni,Lilach Nachum,2000-06 This important book offers economists both a wealth of new source material and a fresh perspective on the modern global economy It includes contributions from a wide range of international authors Handbook of Research on Franchising Frank Hoy,Rozenn Perrigot,Andrew Terry,2017-10-27

Franchising is one of the major engines of business expansion and job creation globally The Handbook of Research on Franchising offers new insights into entrepreneurial behavior organizational forms regulation internationalization and other contemporary issues relating to this dynamic business strategy The Handbook challenges both practitioners and scholars to give attention to the conclusions of scholarly research on this business model Practitioners can benefit from the results of high quality scientific research and scholars can find exciting opportunities for contributing to the body of knowledge of a subject that has not received sufficient attention in educational institutions **Origin and Branding in International**

Market Entry Processes Silva, Carlos Francisco e,2023-09-07 In today s globalized economy selecting the right entry strategy is critical for companies looking to expand into foreign markets This decision has a significant impact on a company s performance and its ability to collaborate with global supply chains Moreover with consumers becoming increasingly aware of the origins of products and brands it is essential for companies to use the origin as a means to add value to their offerings Edited by Dr Carlos Silva this book brings together global professionals and researchers who provide the latest empirical research findings and relevant theoretical frameworks on the subject spanning multiple industries Origin and Branding in International Market Entry Processes is targeted towards professionals and researchers working in the field of international management and business providing insights and support for executives concerned with market entry internationalization strategies destination and origin branding and brand expansion The book covers a range of topics including brand origin country of brand origin branding market entry process internationalization strategies place branding and digital places among others This book is an excellent resource for academics and professionals looking to understand the strategic role of brands and their origin in international market entry helping readers make informed decisions on market entry strategies and branding that will ultimately improve their performance and success in global markets Non-equity Modes of

International Production and Development United Nations Conference on Trade and Development,2011 The World Investment Report is widely regarded as the most authoritative source of data and analysis on the activities of transnational corporations national and international regulatory regimes and their implications for development The 2011 edition focuses on the strategic use of non equity modalities e g contract manufacturing service outsourcing licensing franchising etc by

transnational corporations in their management of global value chains and international operations Additional highlights include a discussion of the interplay between foreign direct investment and industrial policy as well as an assessment of the origin rise and global map of state owned transnational corporations It also contains a statistical annex with data on flows and stocks of foreign direct investment for 196 economies **Global Perspectives on Higher Education** Philip G.

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Hendrikse,Mika Tuunanen,2012-12-06 Franchising networks are experiencing great success in international business organization Few books try to explain the characteristics of these networks Contrary to the existing literature this book tackles more theoretical problems related to governance organization knowledge management contract design incentive and regulation issues both from the economic and management view point It delivers new theoretical and empirical results regarding plural forms contract design and knowledge and strategic management issues Its purpose is to offer researchers and practitioners new theoretical and empirical insights in one of the most important economic phenomenon at the beginning of the 21st century Franchising networks as organizational arrangement for growth and internationalization of firms

Contemporary Management and Global Leadership for Sustainability Kankaew, Kannapat,Chaudhary, Shilpa,Widtayakornbundit, Sarun,2024-02-26 Modern organizations confront an array of existential challenges encompassing environmental volatility resource scarcity workforce recruitment woes employee burnout and technological disruption These uncertainties coupled with the call for sustainability as exemplified by the Sustainable Development Goals SDGs necessitate adept management and visionary leadership Nevertheless deciphering these intricacies proves formidable exacerbated by societal shifts and rapid behavioral transformations The demand for proficient management and comprehensive leadership

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Innovative Perspectives on Interactive Communication Systems and Technologies Sarfraz, Muhammad, 2020-04-03 Digital communication has become increasingly prominent in numerous disciplines throughout society due to the high usage levels of interactive systems Professionals continue to apply trending technologies to their traditional practices as social interaction becomes more computerized As new innovations are continually being discovered researchers and practitioners in various areas of work need to stay up to date on the latest findings within interactive communication systems *Innovative Perspectives on Interactive Communication Systems and Technologies* is a collection of innovative research on the interdisciplinary methods of internet based social interaction technologies and their impact on communicative practices in various professional fields While highlighting topics including health communication small group settings and design philosophies this book is ideally designed for industry experts researchers engineers scientists policymakers practitioners academicians and students seeking research on modern advancements of interactive communication technologies through real world applications

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