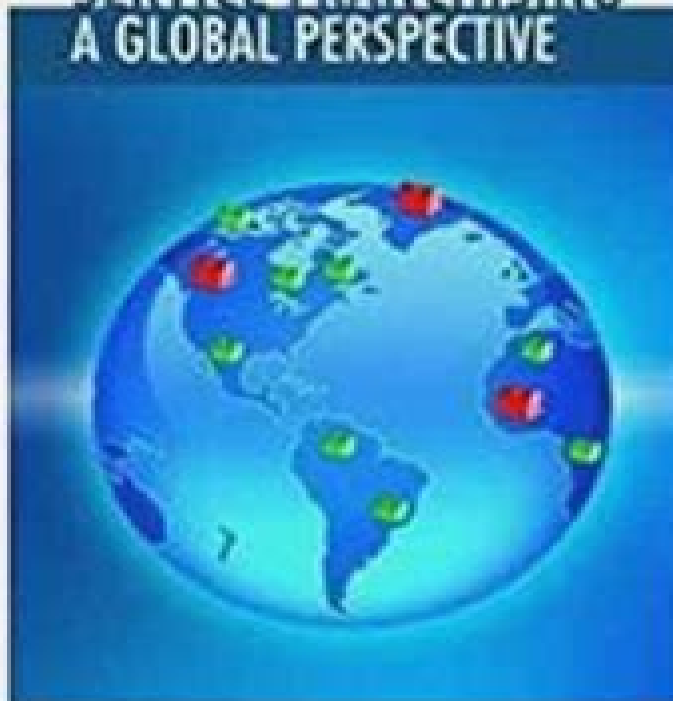


JEAN ALON



# SERVICE FRANCHISING A GLOBAL PERSPECTIVE



# Service Franchising A Global Perspective

**Ilan Alon**



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**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.

**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 covers

**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      *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 End of Reciprocity** Mark Osiel, 2009-03-09 Why should America restrain itself in detaining interrogating and targeting terrorists when they show it no similar forbearance Is it fair to expect one side to fight by more stringent rules than the other placing itself at disadvantage Is the disadvantaged side then permitted to use the tactics and strategies of its opponent If so then America's most controversial counterterrorism practices are justified as commensurate responses to indiscriminate terror Yet different ethical standards prove entirely fitting the author finds in a conflict between a network of suicidal terrorists seeking mass atrocity at any cost and a constitutional democracy committed to respecting human dignity and the rule of law The most important reciprocity involves neither uniform application of fair rules nor their enforcement by a simple minded tit for tat Real reciprocity instead entails contributing to an emergent global contract that encompasses the law of war and from which all peoples may mutually benefit      **The Ideology of Managerialism** Thomas Klikauer, 2025-05-28 The term managerialism is widely used not only in the world of business and government and this book details the theory behind the illusive idea It distinguishes between management and managerialism and highlights the two groups pushing managerialism namely corporate apparatchiks and the apostles of managerialism and outlines twelve key ideas shaping managerialism These twelve ideas range from profits to ideology from economic growth and markets to business ethics and corporate social responsibility from quantification to dehumanisation from exploitation to short termism environmentalism and homogenisation Ultimately this research volume illuminates the pathologies of managerialism and its impact on society business government and the defining issue of our time global warming The objective of this book is to move simply beyond using the term managerialism by creating a better understanding of it This means exploring the theory behind managerialism as well as the ideologies that define it It will be of value to researchers academics practitioners and students looking to gain a deeper understanding of managerialism and how managerialism can be overcome with particular interest to those in the fields of critical management studies leadership corporate governance and organisational studies      **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

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**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 **Global Perspectives in Marketing for the 21st Century** Ajay K. Manrai,H. Lee

Meadow,2015-06-09 This volume includes the full proceedings from the 1999 World Marketing Congress held in Qawra Malta with the theme Global Perspectives in Marketing for the 21st Century The focus of the conference and the enclosed papers is on marketing thought and practices from a global perspective This volume resents papers on various topics including marketing management marketing strategy and consumer behavior Founded in 1971 the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory research and practice Among its services to members and the community at large the Academy offers conferences congresses and symposia that attract delegates from around the world Presentations from these events are published in this Proceedings series which offers a comprehensive archive of volumes reflecting the evolution of the field Volumes deliver cutting edge research and insights complimenting the Academy s flagship journals the Journal of the Academy of Marketing Science JAMS and AMS Review Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science 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. Altbach,2016-04-01 The single best book on higher education as a global phenomenon Over the past half century globalization has had a profound impact on postsecondary education The twin forces of mass higher education and the global knowledge economy have driven an unprecedented transformation These fundamental changes have pulled in opposite directions one pushes for wider access and accompanying challenges of quality the other toward exclusive world class research oriented universities In *Global Perspectives on Higher Education* renowned higher education scholar Philip G Altbach offers a wide ranging perspective on the implications of these key forces and explores how they influence academe everywhere Altbach begins with a discussion of the global trends that

increasingly affect higher education including the implications of mass enrollments the logic of mass higher education systems around the world and specific challenges facing Brazil Russia India and China He considers the numerous implications of globalization including the worldwide use of the English language university cross border initiatives the role of research universities in developing countries the impact of the West on Asian universities and the expansion of private higher education Provocative and wide ranging Global Perspectives on Higher Education considers how the international exchange of ideas students and scholars has fundamentally altered higher education Economics and Management of

Franchising Networks Josef Windsperger,Gérard Cliquet,George 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 has never been more pressing as we stand on the cusp of a transformative era Contemporary Management and Global Leadership for Sustainability emerges as a remedy for present challenges This book delves into the core of modern management science and global leadership offering a roadmap to navigate multifaceted issues across various sectors Beyond theoretical insights it bridges the gap between theory and application equipping a diverse audience with actionable approaches for sustainable triumph Tailored for academics professionals in public and private spheres and students the book serves as a reservoir of knowledge Touching industries from hospitality to education and exploring the fusion of religious philosophy with sustainable leadership provides invaluable guidance As organizations worldwide seek direction amid contemporary challenges this book shines as a beacon guiding the way toward resilience innovation and enduring triumph



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