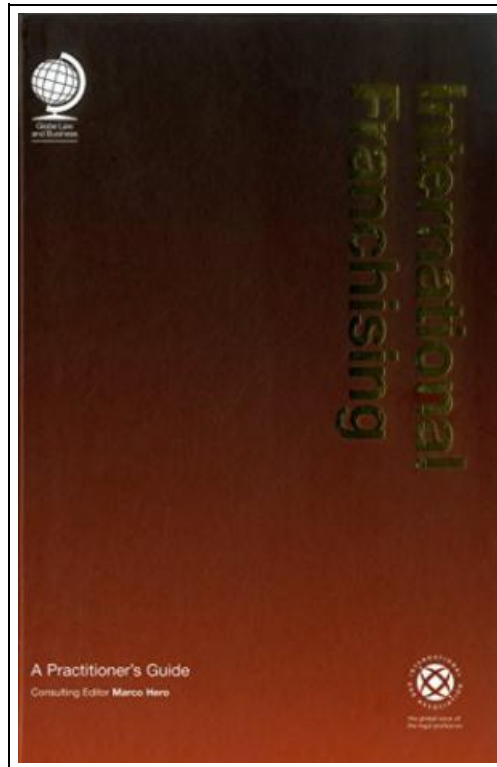


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INTERNATIONAL FRANCHISING: A PRACTITIONER S GUIDE (HARDBACK)



Globe Law and Business, United Kingdom, 2010. Hardback. Condition: New. Language: English . Brand New Book. Franchising has become a global phenomenon. Many brands have grown beyond their national markets and proved that this business expansion model can work around the world. Meanwhile, in comparison to growth on a national scale, it is clear that cross-border franchising involves additional divergent business models and requires solutions to different issues in order to succeed. This major new title, published in partnership with the International Bar Association, is a concise, practical guide for all those involved in planning and operating an international franchise programme, from in-house counsel to managing directors to those in private practice. It focusses exclusively on issues that typically arise in international franchise transactions. The book applies general know-how and industry experience to specific franchise industries such as hospitality, internet and technology, services and retail. The lack of a harmonised franchise regime or dispute resolution system across the major jurisdictions means that this is not a simple exercise from the legal perspective. In addition, many jurisdictions require specific pre-contractual disclosure and/or registration. In addition to classic legal questions, efficient tax planning is required to secure success. In parallel, the book reviews questions on data protection and intercultural communication during a franchise partnership as well as financing possibilities from various national perspectives. Uniquely, this title applies and reflects general practical and technical franchising know-how to specific franchised industries and highlights typical sector-by-sector questions and solutions in an international franchise context.



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