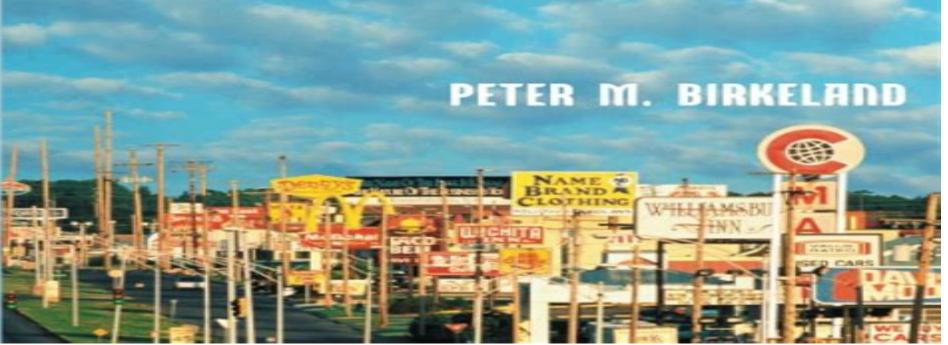
FRANCHISING DREAMS The Lure of Entrepreneurship in America PETER M. BIRKELAND



Franchising Dreams The Lure Of Entrepreneurship In America

Matthew R. Marvel

Franchising Dreams The Lure Of Entrepreneurship In America:

Franchising Dreams Peter M. Birkeland, 2004-04 Franchises have become an ever present feature of American life both in our landscapes and our economics Peter M Birkeland worked for three years in the front line operations of franchise units for three companies met with CEOs and executives and attended countless trade shows seminars and expositions Through this extensive fieldwork Birkeland not only discovered what makes franchisees succeed or fail he uncovered the difficulties in running a business according to someone else s system and values Bearing witness to a market flooded with fierce competitors and dependent on the inscrutable whims of consumers he revealed the numerous challenges that franchisees face in making their businesses succeed Book jacket Franchising Dreams Peter M. Birkeland, 2002 Franchising Roger D. Blair, Francine Lafontaine, 2005-04-11 This book describes in much detail both how and why franchising works It also analyses the economic tensions that contribute to conflict in the franchisor frnachisee relationship The treatment includes a great deal of empirical evidence on franchising its importance in various segments of the economy the terms of franchise contracts and what we know about how all these have evolved over time especially in the U S market A good many myths are dispelled in the process The economic analysis of the franchisor franchisee relationship begins with the observation that for franchisors franchising is a contractual alternative to vertical integration Subsequently the tensions that arise between a franchisor and its franchisees who in fact are owners of independent businesses are examined in turn In particular the authors discuss issues related to product quality control tying arrangements pricing location and territories advertising and termination and renewals **Media Franchising** Derek Johnson, 2013-03-22 Johnson astutely reveals that franchises are not Borg like assimilation machines but rather complicated ecosystems within which creative workers strive to create compelling shared worlds This finely researched breakthrough book is a must read for anyone seeking a sophisticated understanding of the contemporary media industry Heather Hendershot author of What's Fair on the Air Cold War Right Wing Broadcasting and the Public Interest While immediately recognizable throughout the U S and many other countries media mainstays like X Men Star Trek and Transformers achieved such familiarity through constant reincarnation In each case the initial success of a single product led to a long term embrace of media franchising a dynamic process in which media workers from different industrial positions shared in and reproduced familiar cultureacross television film comics games and merchandising In Media Franchising Derek Johnson examines the corporate culture behind these production practices as well as the collaborative and creative efforts involved in conceiving sustaining and sharing intellectual properties in media work worlds Challenging connotations of homogeneity Johnson shows how the cultural and industrial logic of franchising has encouraged media industries to reimagine creativity as an opportunity for exchange among producers licensees and evenconsumers Drawing on case studies and interviews with media producers he reveals the meaningful identities cultural hierarchies and struggles for distinction that accompany collaboration within these production networks Media Franchising

provides a nuanced portrait of the collaborative cultural production embedded in both the media industries and our own daily Franchise: The Golden Arches in Black America Marcia Chatelain, 2020-01-07 WINNER 2021 PULITZER PRIZE lives IN HISTORY Winner 2022 James Beard Foundation Book Award Writing The stunning David W Blight untold history of how fast food became one of the greatest generators of black wealth in America Just as The Color of Law provided a vital understanding of redlining and racial segregation Marcia Chatelain's Franchise investigates the complex interrelationship between black communities and America's largest most popular fast food chain Taking us from the first McDonald's drive in in San Bernardino to the franchise on Florissant Avenue in Ferguson Missouri in the summer of 2014 Chatelain shows how fast food is a source of both power economic and political and despair for African Americans As she contends fast food is more than ever before a key battlefield in the fight for racial justice **Encyclopedia of New Venture Management** Matthew R. Marvel, 2012-05-01 New venture management requires all the skills obtained within the typical MBA program and then some While those entering traditional management positions within established companies might expect to find established customers a degree of predictability formalized procedures and earnings that may be taken more or less for granted new ventures often are launched into highly dynamic environments characterized by rapid technological change inherent unpredictability and an uncertain cash flow Such ventures often require rapid growth to succeed While new ventures offer those who initiate them a high degree of independence excitement and potential for great reward they also bring high risk stress and greater potential for failure Thus it takes a special set of skills techniques and temperament to succeed These skills along with the potential risks and rewards and environmental settings and characteristics are explored in the Encyclopedia of New Venture Management Features Benefits 150 carefully selected signed entries each with Cross References and Further Readings are organized in A to Z fashion to give students easy access to the full range of topics in new venture management A thematic Reader's Guide in the front matter groups related entries by broad topical and thematic areas to make it easy for users to find related entries at a glance with themes that include Entrepreneurial Decision Making Corporate Entrepreneurship Entrepreneurial Marketing Leadership Human Resources Financing Development and more In the electronic version the Reader's Guide combines with a detailed Index and the Cross References to provide users with robust search and browse capacities A Chronology in the back matter helps students put individual events into broader historical context A Glossary provides students with concise definitions to key terms in the field A Resource Guide to classic books journals and web sites along with the Further Readings accompanying each entry helps guide students to further resources for their research journeys An appendix includes the report The State of Small Business The Wiley Blackwell Encyclopedia of Consumption and Consumer Studies Daniel Thomas Cook, J. Michael Ryan, 2015-03-02 With entries detailing key concepts persons and approaches The Wiley Blackwell Encyclopedia of Consumption and Consumer Studies provides definitive coverage of a field that has grown dramatically in scope and popularity around the world over the last two

decades Includes over 200 A Z entries varying in length from 500 to 5 000 words with a list of suggested readings for each entry and cross references as well as a lexicon by category and a timeline Brings together the latest research and theories in the field from international contributors across a range of disciplines from sociology cultural studies and advertising to anthropology business and consumer behavior Available online with interactive cross referencing links and powerful searching capabilities within the work and across Wiley's comprehensive online reference collection or as a single volume in print www consumptionandconsumerstudies com Routledge International Handbook of Migration Studies Steven J. Gold, Stephanie J. Nawyn, 2019-05-08 This revised and expanded second edition of Routledge International Handbook of Migration Studies provides a comprehensive basis for understanding the complexity and patterns of international migration Despite increased efforts to limit its size and consequences migration has wide ranging impacts upon social environmental economic political and cultural life in countries of origin and settlement Such transformations impact not only those who are migrating but those who are left behind as well as those who live in the areas where migrants settle Featuring forty six essays written by leading international and multidisciplinary scholars this new edition showcases evolving research and theorizing around refugees and forced migrants new migration paths through Central Asia and the Middle East the condition of statelessness and South to South migration New chapters also address immigrant labor and entrepreneurship skilled migration ethnic succession contract labor and informal economies Uniquely among texts in the subject area the Handbook provides a six chapter compendium of methodologies for studying international migration and its impacts Written in a clear and direct style this Handbook offers a contemporary integrated resource for students and scholars from the perspectives of social science humanities journalism and other disciplines **Sociology of Work** Vicki Smith, 2013-05-16 The simple act of going to work every day is an integral part of all societies across the globe It is an ingrained social contract we all work to survive But it goes beyond physical survival Psychologists have equated losing a job with the trauma of divorce or a family death and enormous issues arise from financial panic to sinking self esteem Through work we build our self identity our lifestyle and our aspirations How did it come about that work dominates so many parts of our lives and our psyche This multi disciplinary encyclopedia covers curricular subjects that seek to address that question ranging from business and management to anthropology sociology social history psychology politics economics and health Features Benefits International and comparative coverage 335 signed entries A to Z fill 2 volumes in print and electronic formats Cross References and Suggestions for Further Readings guide readers to additional resources A Chronology provides students with historical perspective of the sociology of work In the electronic version the comprehensive Index combines with the Cross References and thematic Reader's Guide themes to provide robust search and browse capabilities AARP® Crash Course in Finding the Work You Love Samuel Greengard, 2011-02-01 Boomers reinvented society Now they re reinventing themselves and AARP wants to facilitate that process AARP Crash Course in Finding the Work You Love explores both the

motivations and the methods of those taking part in the social phenomenon known as recareering Whether they are old enough to have earned their AARP card or not a new generation of American workers is no longer counting the days until retirement instead they re seeking greater fulfillment in their personal lives by tackling new and often much more socially significant work Switching careers is a challenge at any age yet boomers may have more to overcome than their younger counterparts They must beef up their education or seek out retraining cope with seismic lifestyle shifts such as less income and a new circle of friends and reconcile themselves to the fact that even the most rewarding position is no panacea for life s problems Author Sam Greengard brings a wealth of knowledge to this timely topic Since 1981 he has written about career issues for publications as diverse as The Chicago Tribune Family Circle The Los Angeles Times MSNBC MSN Online Wired and Workforce Management Here Greengard shows readers how to sort out their feelings about their existing career successfully transition to a new one and work toward a greater sense of balance in their daily lives Profiles of recareering veterans show how others have attained their own goals These are rounded out by tips quizzes worksheets how to sidebars and other practical resources With this handbook to guide them readers of any age can finally make the leap to finding the life s work they will truly love

Encyclopedia of American Urban History David Goldfield, 2007 Publisher description

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 American Business Since 1920 Thomas K. McCraw, William R. Childs, 2018-02-13 attention in educational institutions Tells the story of how America's biggest companies began operated and prospered post World War I This book takes the vantage point of people working within companies as they responded to constant change created by consumers and technology It focuses on the entrepreneur the firm and the industry by showing from the inside how businesses operated after 1920 while offering a good deal of Modern American social and cultural history The case studies and contextual chapters provide an in depth understanding of the evolution of American management over nearly 100 years American Business Since 1920 How It Worked presents historical struggles with decision making and the trend towards relative decentralization through stories of extraordinarily capable entrepreneurs and the organizations they led It covers Henry Ford and his competitor Alfred Sloan at General Motors during the 1920s Neil McElroy at Procter Ferdinand Eberstadt at the government's Controlled Materials Plan during World War II David Sarnoff at RCA in the 1950s and 1960s and Ray Kroc and his McDonald's franchises in the late twentieth century and early twenty first and more It also delves into such modern

success stories as Amazon com eBay and Google Provides deep analysis of some of the most successful companies of the 20th century Contains topical chapters covering titans of the 2000s Part of Wiley Blackwell's highly praised American History Series American Business Since 1920 How It Worked is designed for use in both basic and advanced courses in American history at the undergraduate and graduate levels An Introduction to Franchising Robert Webber, 2017-09-16 An Introduction to Franchising is a concise yet comprehensive guide to the world of franchising Looking at the field from the perspectives of the franchisor and the franchisee the book offers a good balance between the theories behind good franchising practise and hands on practical guidance Applied theory is evident in the broad range of real life case studies included in the book With many of the world's leading companies operating franchise models this book will offer readers a genuine insight into the potential advantages and disadvantages of franchising The book also examines the financial legal and ethical implications of franchising whilst anticipating future concerns and challenges for the franchising model An Introduction to Franchising is an essential guide for all students of franchising entrepreneurship and marketing It is also a must read for anyone wishing to start their own franchise business American Made Harold Livesay, 2016-11-03 American Made is a best selling collection of biographical sketches that introduces key trends of American business The book details American business through time by presenting the history of people who forever changed the way that Americans do business Harold Livesay maintains clarity and intellectual acumen while highlighting two themes globalization and the impact of information technology on business This edition includes updated stories of its hallmark historical business figures with the latest scholarship as well as additional biographies of figures that have redefined American business in recent years

Encyclopedia of Junk Food and Fast Food Andrew F. Smith, 2006-08-30 Eating junk food and fast food is a great all American passion American kids and grownups love their candy bars Big Macs and supersized fries Doritos Twinkies and Good Humor ice cream bars The disastrous health effects from the enormous appetite for these processed fat and sugar loaded foods are well publicized now This was particularly dramatically evidenced by Super Size Me 2004 filmmaker Morgan Spurlock s 30 day all McDonald s diet in which his liver suffered the same poisoning as if he had been on an extended alcohol binge Through increased globalization American popular food culture is being increasingly emulated elsewhere in the world such as China with the potential for similar disastrous consequences This A to Z reference is the first to focus on the junk food and fast food phenomena from a multitude of angles in addition to health and diet concerns More than 250 essay entries objectively explore the scope of the topics to illuminate the American way through products corporations and entrepreneurs social history popular culture organizations issues politics commercialism and consumerism and much more Interest in these topics is high This informative and fascinating work with entries on current controversies such as mad cow disease and factory farming the food pyramid movie tie ins and marketing to children will be highly useful for reports research and browsing It takes readers behind the scenes examining the significance of such things as uniforms training packaging and

franchising Readers of every age will also enjoy the nostalgia factor learning about the background of iconic drive ins the story behind the mascots facts about their favorite candy bar and collectables Each entry ends with suggested reading Besides an introduction a timeline glossary bibliography resource guide and photos enhance the text Sample entries A Advertising Automobiles Ben Burger King Carhops Center for Science in the Public Interest Christmas Cola Wars Employment Fair Food Fast Food Nation Hershey Milton Hollywood Injury Krispy Kreme Lobbying Nabisco Obesity PepsiCo Salt Soda Fountain Teen Hangouts Vegetarianism White Castle Yum Brands Inc **Food and Drink in American History** Andrew F. Smith, 2013-10-28 This three volume encyclopedia on the history of American food and beverages serves as an ideal companion resource for social studies and American history courses covering topics ranging from early American Indian foods to mandatory nutrition information at fast food restaurants The expression you are what you eat certainly applies to Americans not just in terms of our physical health but also in the myriad ways that our taste preferences eating habits and food culture are intrinsically tied to our society and history This standout reference work comprises two volumes containing more than 600 alphabetically arranged historical entries on American foods and beverages as well as dozens of historical recipes for traditional American foods and a third volume of more than 120 primary source documents Never before has there been a reference work that coalesces this diverse range of information into a single set The entries in this set provide information that will transform any American history research project into an engaging learning experience Examples include explanations of how tuna fish became a staple food product for Americans how the canning industry emerged from the Civil War the difference between Americans and people of other countries in terms of what percentage of their income is spent on food and beverages and how taxation on beverages like tea rum and whisky set off important political rebellions in U S history The ^AOxford Companion to American Food and Drink Andrew F. Smith, 2007-05-01 Building on the highly praised and deliciously browseable two volume compendium the Oxford Encyclopedia of Food and Drink in America this new work serves up everything you could ever want to know about American consumables and their impact on popular culture and the culinary world Within its pages for example we learn that Lifesavers candy owes its success to the canny marketing idea of placing the original flavor mint next to cash registers at bars Patrons who bought them to mask the smell of alcohol on their breath before heading home soon found they were just as tasty sober and the company began producing other flavors Edited by Andrew Smith a writer and lecturer on culinary history the Companion serves up more than just trivia however including hundreds of entries on fast food celebrity chefs fish sandwiches regional and ethnic cuisine food science and historical food traditions Fast Food and Junk Food Andrew F. Smith, 2011-12-02 This fascinating and revealing work examines the incredible power of junk food and fast food how nostalgic we are about them the influence of the companies that manufacture or sell them and their alarming effect on our country's state of health In the last half century junk food and fast food have come to play an extremely important role in American economic

historical cultural and social life Today they have a major influence on what Americans eat and how healthy we are or aren t Fast Food and Junk Food An Encyclopedia of What We Love to Eat tells the intriguing fun and incredible stories behind the successes of these commercial food products and documents the numerous health related environmental cultural and politico economic issues associated with them With more than 700 alphabetically arranged entries this two volume encyclopedia contains enough listings to allow readers to research a wide range of fascinating topics. The author treats the massive amount of subject material within this reference title in a fair and balanced manner A secondary focus of this encyclopedia is to chart the spread of some American fast food chains and commercially produced junk foods internationally **Small Business** Ginny Wilmerding, 2007-06-30 Are you one of the many women out there who needs a brand new model for your business career Are you looking for entrepreneurial alternatives to the world of big business but aren t sure where to start A transition into small business is a natural progression for countless women who have invested the first phase of their careers in large companies Many mid career women dream of starting their own businesses but until now there hasn t been a book that gives them the sense of multiple choice that helps them find the right entrepreneurial fit options that go beyond starting a venture to include buying an independent business or a franchise joining or consulting for small businesses or working with partners There s a confusing array of how to books out there with general advice about starting a business conducting a job search or balancing work and family But what entrepreneurial women really need are the strategic tools for choosing and growing a business that will not only make them money but make them happy as well Women need direct gender specific advice about succeeding financially in their businesses they also crave the feeling that their work matters and they want flexibility and control over their professional lives in order to achieve a healthy work life balance This book offers them the womenfriendly business advice they need and numerous true life role models to identify with and emulate Author Ginny Wilmerding opens women s eyes to the advantages of buying joining or consulting for existing small businesses fully explaining the alternatives to starting from scratch If you lack an original business idea this book will give you the confidence you need to get excited about pursuing a business idea other than your own But if you do want to start a company from the ground up there s plenty of food for thought for you here too Wilmerding not only shares her own stories and outside experts advice but also includes insightful vignettes from women who have found their niches and are succeeding financially If you re wondering how to finance your small business Wilmerding steers you toward success in obtaining SBA loans and other financing Finally if you re considering partnering with others to share the risk and the fun she prepares you for partnership success and explains the importance of good advisers and mentors The goal of this book is to get you started on the path to a successful career in the small business world a world that needs experienced smart versatile women like you to join its ranks Smart Women and Small Business is the ultimate professional guide for mid career business minded women who want to achieve the same independence and success as their entrepreneurial male peers but in their own way

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