

FRANCHISING & LICENSING

Second Edition

**Two Ways to Build
Your Business**

ANDREW J. SHERMAN

Franchising And Licensing Two Ways To Build Your Business

Andrew J. Sherman



Franchising And Licensing Two Ways To Build Your Business:

Franchising & Licensing Andrew J. Sherman, 2004 Annotation For more than a decade this book has been the definitive guide to franchises and licensing programs In this third edition author and prominent attorney Andrew J Sherman expands his in depth coverage to include international franchising initiatives In addition every chapter has been thoroughly updated to reflect new information on market responsiveness compliance and other key issues The result is a truly global reference that will prove indispensable to companies and entrepreneurs alike If you re involved in any aspect of franchising and licensing you can t afford to be without the latest edition of this book It became the industry standard immediately upon its original publication opening up enticing opportunities for entrepreneurs as well as presenting new strategic options for corporations Now the third edition gives it truly global reach Expanded to include international as well as domestic U S franchising and licensing it comprehensively covers the strategic legal financial and operational aspects of these complex but highly profitable business structures

Franchising and Licensing Andrew J. Sherman, 1999 This is a comprehensive guide to setting up and running a franchise or licensing operation with particular emphasis on how to use these two techniques as powerful business growth strategies

Franchising and Licensing Andrew Sherman, 2011-04-13 Comprehensive and applicable to domestic and international franchising initiatives alike this go to guide remains the industry standard for insights on expanding your business As an experienced corporate and transaction lawyer author Andrew Sherman offers insider insights into unique opportunities for business growth specifically leveraging your intellectual capital through franchising and licensing By helping you understand what intellectual capital is what revenue your company is entitled to and how to manage these intangible assets he provides knowledge and tools to keep your business not only operating but growing in any economy Filled with examples stories from the field and forms for drafting franchising agreements and licensing programs Franchising create market responsive sales marketing and globalization strategies establish quality control and compliance measures and assess opportunities for mergers and acquisitions joint ventures and other alternatives to franchising This book also incorporates up to the minute information on regulations best practices web strategies branding techniques and global trademark laws the new FDD disclosure format and the latest franchising trends

The Handbook of Small Business Organization and Management James M. Thompson, 2006-12-29 THE HANDBOOK OF SMALL BUSINESS ORGANIZATION AND MANAGEMENT is an easy to read practical guide that covers the major errors made by small businesspersons as well as the major problems of small business organization and management Written by Dr James M Thompson whose training and experience covers a broad area including small business ownership law manufacturing and college teaching Dr Thompson received the Ph D degree from the University of Delaware in chemistry He has organized and managed two successful businesses has served with the judiciary for New Castle County Delaware worked as a manufacturing chemist and is presently serving as a college professor The author has sought to combine under one cover a

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Franchising Stephen Spinelli, Robert Rosenberg, Sue Birley, 2004 Hundreds of potential entrepreneurs investigate franchising every year but this enormous business opportunity remains hugely misunderstood Franchising Pathway to Wealth Creation delivers that guidance from start to finish

Strategic Brand Licensing Maria Cristina Longo, Pete Canalichio, 2024-04-30 This book presents a roadmap for a brand licensing strategy to enable companies to leverage brand value and expand into other product categories or into different markets Readers will understand both the risks and the benefits of partnerships how to make the most of a brand's potential in the digital platform and how to extend a product portfolio through established brands Brand licensing can be of interest to many stakeholders including large companies entrepreneurs retailers agencies and even celebrities This is also a relevant strategy for small and medium sized enterprises that want to expand their business abroad reconciling their limited size with their flexibility Examples of long standing partnerships are presented and analyzed with detailed consideration of what has made them so successful Through the presentation of case studies in the sectors particularly interested in brand licensing including the art character entertainment fashion jewelry sports and toys sectors this book aims to highlight opportunities limits and challenges from both the licensor and licensee's perspectives In particular these case studies represent an effective basis for comparing different experiences and brand licensing strategies allowing readers to understand both best practices and pitfalls to avoid when building an effective and enduring licensing program Chapter objectives summaries key learning points

and discussion questions reinforce understanding and aid reflection Practical yet theoretically grounded this book is particularly suitable for postgraduate MBA and executive education students interested in strategic brand management licensing strategy and brand expansion This book can also serve as a valuable guide for professionals interested in expanding their brand portfolio This book provides effective tools to evaluate the strategic side of brand licensing and the selection of the appropriate company to be a licensee Online resources include PowerPoint slides a test bank of exam questions a case list and discussion questions

The Free Agent Marketing Guide Douglas Florzak, Thom Singer, 2004 Presents a clear road map for starting and maintaining a successful consulting business Whether you are already a consultant or thinking about becoming one this guide has everything you need This book shows you how to Create a business plan Set your rate Select the legal form of your business Set up retirement funding Choose appropriate insurance Market on the Internet Understand basic record keeping Also included is a recommended resource list and sample worksheets to help you start and maintain your consulting business If you are an experienced professional at a crossroads in your career this book can point you in the right direction

The Young Entrepreneur's Guide to Starting and Running a Business Steve Mariotti, 2000 Describes the characteristics of a successful entrepreneur explains how to start and run a business and offers tips on costs investment market research and negotiation

Franchising and Licensing Andrew Sherman, 2022-11 Growing your business doesn't have to be messy or complicated This indispensable reference provides legal insider insight into how to leverage the intellectual capital of your company to generate new revenue

Franchise Opportunities Handbook, 1994 This is a directory of companies that grant franchises with detailed information for each listed franchise

Organizing the Extended Enterprise Paul Schönsleben, Alfred Büchel, 2013-06-05 For many years production management has no longer been confined to individual production facilities Intensive cooperation with suppliers has become an integral part of production management In recent years two further developments have gained ground On the one hand enterprises have been specialising and concentrating on their core competencies with outsourcing as a consequence on the other hand globalization has intensified the range of choice among suppliers Increased dependence on suppliers called for new forms of cooperative ventures Strategic and legal issues had to be considered and production management had to include sophisticated logistic chain management These developments have led to the concept of Extended Enterprise Among many other topics this book discusses co operation between companies supply chain management agile and virtual management integration of the logistic chain and production and logistical strategies The book comprises the proceedings of the Working Conference on Organizing the Extended Enterprise sponsored by the International Federation for Information Processing IFIP which was held in Ascona Switzerland in September 1997 It will be of great importance to researchers managers and consultants in production logistics and information and other areas of organizational development

Riches in Niches (Volume 2 of 2) (EasyRead Super Large 20pt Edition), *Start Your Own Office and Administrative Support Service* Entrepreneur

Press,2007-11-01 In today's new business environment there are great work from home opportunities for office managers executive assistants administrative professionals and anyone else with excellent organizational and computer skills Why fight traffic to go to an office when you can do the same work perhaps at better pay from home Start your own office or administrative support service offering your word processing dictation database management telephone communication or other administrative services on a contract basis to companies around the globe Learn how to turn your business skills into a profitable freelance opportunity Write a strong business plan that lays out your path to success Determine services and policies that maximize profits Get great deals on the software and equipment your business needs Hire an excellent staff if your business grows too big for one person Go above and beyond your competition to attract regular clients Successful entrepreneurs in this field reveal the secrets to growing a highly profitable business Plus get websites and contact information for valuable resources in the Business Support Service National Directory inside Leave the drab office behind and strike out on your own in this hot field Profit from Intellectual Property Ron Idra,James L. Rogers,2003 Licensing is a multi billion dollar industry More people than ever are involved with intellectual property transactions and arrangements in everyday business Anyone using selling transferring giving or obtaining permissions to use a product protected by intellectual property law can benefit from this book It serves as an introduction and guide to reviewing writing and negotiating most of the licenses and agreements necessary to turn intellectual property into profit Whether you are a business owner inventor engineer artist writer photographer or freelancer Profit from Intellectual Property will give you a better understanding of your intellectual property rights and the processes of licensing and permission Mergers and Acquisitions from A to Z Andrew J. Sherman,1998 A business lawyer demystifies mergers and acquisitions MandA and shows both buyers and sellers how to succeed in this complicated transaction He explains each step of the MandA process in jargon free language calling attention to potential pitfalls and obstacles and dealing with both sides needs and objectives Topics include methods for finding suitable acquisition candidates exercising proper due diligence bidding negotiations and legal strategic tax and regulatory issues Includes sample documents and examples Annotation copyrighted by Book News Inc Portland OR **Managing Sports Organizations** Daniel Covell,Sharianne Walker,Peter Hess,Julie Siciliano,2012-06-25 Managing Sport Organizations second edition is a newly updated and comprehensive introduction to the themes and elements surrounding sport management The book teaches management theory and principles in a coherent manner helping to reinforce these concepts for students in schools of business and serving to introduce them to students in other school settings kinesiology exercise science sport science The features of this book include Important industry segment information is introduced chapter by chapter allowing students to wed theory and application throughout Effectively weaves sport industry issues with fundamental management theories and practices Provides informative introductions to all fundamental aspects of sport management Leadership Information Technology Media Facility management HR and much more With an

online Instructor s Manual and a Test Bank available as well this book is an essential tool for students and teachers of sport management **The Source Book of Franchise Opportunities** Robert E. Bond,Christopher E. Bond,1992 **Strategic**

Management Jeffrey H. Dyer,Paul C. Godfrey,Robert J. Jensen,David J. Bryce,2023 Strategic Management delivers an insightful clear concise introduction to strategy management concepts and links these concepts to the skills and knowledge students need to be successful in the professional world Written in an accessible Harvard Business Review style with lots of practical examples and strategy tools the book engages students with an easy to understand learning experience to strategic management concepts This International Adaptation sparks ideas fuels creative thinking and discussion while engaging students via contemporary examples outstanding author produced cases and much more Every chapter now includes new questions to help readers test their understanding of the subject There are also new Mini Cases and Strategy in Practice vignettes that are contemporary and more relevant to the global scenario The Retail Business Advantage Pasquale De

Marco,2025-05-10 In today s competitive retail landscape it s more important than ever to have a strong online presence The Retail Business Advantage provides expert guidance on building an e commerce website leveraging social media and using data analytics to improve your online performance With the rise of e commerce many traditional retailers are struggling to keep up But by embracing new technologies and strategies you can future proof your business and stay ahead of the competition The Retail Business Advantage provides a roadmap for success in the digital age with practical advice on everything from choosing the right e commerce platform to optimizing your website for search engines But The Retail Business Advantage is more than just a guide to online retail It also covers the essential elements of running a successful brick and mortar store From choosing the right location to developing a strong marketing strategy Pasquale De Marco provides a wealth of insights and advice to help you succeed Whether you re a seasoned entrepreneur or just starting out The Retail Business Advantage is the ultimate guide to success in the retail sector With its clear and concise writing style this book is easy to understand and implement So what are you waiting for Start reading today and take your retail business to the next level In addition to its comprehensive coverage of online and offline retail strategies The Retail Business Advantage also includes Expert advice on customer service inventory management and employee training Case studies of successful retail businesses The latest trends and technologies shaping the industry Actionable tips and strategies that you can implement immediately With The Retail Business Advantage you ll have everything you need to build a thriving retail business in today s competitive market If you like this book write a review on google books Riches in Niches Susan A. Friedmann,2007-01-01 In Riches in Niches How to Make It BIG in a Small Market Susan explores the multiple factors that separate the experts from the service professionals who may have identicalif not betterskills but whom no one has ever heard of

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