



## Restaurant Franchising: Concepts, Regulations and Practices (Hardback)

By Mahmood A. Khan

Apple Academic Press Inc., Canada, 2014. Hardback. Condition: New. 3rd Revised edition. Language: English . Brand New Book. This book is the only up-to-date book of its kind that will provide an introduction to franchising, its pros and cons, and other aspects pertinent to restaurant franchises. It is the only guide to franchising written exclusively for food service professionals and is an indispensable resource for anyone wishing to break into one of today's most dynamic service industries. Since the late 1800s, when the idea was first conceived, the restaurant franchise has become a worldwide phenomenon. Opportunities abound for restaurateurs and food service professionals with the know-how to dive into and stay afloat in the growing, ever-changing sea of franchise operations. With the help of vignettes and case histories, this completely updated new edition to Restaurant Franchising explains operate a successful franchise, from developing a winning franchise concept to demystifying the legal intricacies of franchise agreements. Topics include: \* What is franchising? \* Franchising pros and cons \* Selecting the franchise that fits your style and goals \* Finding financial backing \* Understanding franchise agreements \* State franchise rules and regulations \* Developing healthy franchisor/franchisee relationships \* International franchising \*...



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