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Franchising Strategies Ed Teixeira 2022-07-01 A comprehensive and accessible companion to a proven business model, this book shows how to franchise an existing business, supported by case studies, data, and research reports on the franchise industry. For small to medium sized businesses, franchising can lead to successful and profitable growth, and plays an important role within the US economy. Utilizing a proprietary dataset with the most up-to-date statistics regarding a range of franchising trends, this analytical guide is based on management research frameworks that will lead to better understanding of a range of franchising strategies. Issues covered include: The franchising business model, including its history, economic impact, and regulations Critical factors that significantly influence franchising success, enabling a comprehensive feasibility analysis of franchising potential or existing business ideas Implementation components of franchising strategies, such as different franchise structures, regional development plans, and future trends With its clear focus and practical orientation, this book will be a valuable resource for entrepreneurs, as well as undergraduate and postgraduate students, interested in acquiring the knowledge, skills, and abilities to succeed in franchising.

Small Business Management Justin G. Longenecker 2013-09-30 Realize your dream for small business success with this market-leading book. **SMALL BUSINESS MANAGEMENT: LAUNCHING AND GROWING ENTREPRENEURIAL VENTURES, 17E** provides the practical concepts, entrepreneurial insights, and comprehensive resources you'll find essential both now and throughout your management future. **SMALL BUSINESS MANAGEMENT** delivers solid coverage of the fundamentals of business management as it teaches you not only how to start a business, but also how to manage, grow, and harvest a business. This market leading text places you in the role of decision maker, allowing you to immediately apply what you've learned to current challenges in today's small businesses. The book's thorough emphasis on building business plans ensures that you can effectively create, manage, and analyze a plan for your own venture. Unforgettable examples, exciting video cases, and coverage of the most current developments in business management today keep this engaging text as current and practical now as it was when it led the market in its first edition 50 years ago. Each edition builds upon past strengths with new innovations and breakthrough developments. **SMALL BUSINESS MANAGEMENT: LAUNCHING AND GROWING ENTREPRENEURIAL VENTURES, 17E** offers the insights and practical principles that you'll reference again and again throughout your business career. Available with InfoTrac Student Collections <http://gocengage.com/infotrac>. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Entrepreneurship: Theory, Process, and Practice Donald F. Kuratko 2016-01-08 **ENTREPRENEURSHIP: THEORY, PROCESS, PRACTICE, 10e**, combines a practical, step-by-step approach with a theoretical foundation to form a basic framework for understanding the theory, processes, and practice of entrepreneurship. Recognized for over 25 years as one of the leading books in the field, the aim of the text is to present the most current thinking in entrepreneurship, as well as to provide learners the opportunity to apply ideas and develop useful entrepreneurial skills. This edition has been updated to include current developments and issues in this explosive field. Important Notice: Media content

