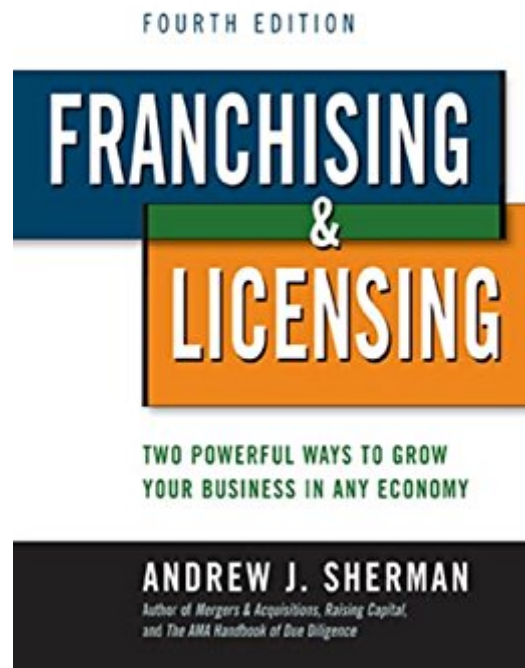


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# Franchising & Licensing: Two Powerful Ways To Grow Your Business In Any Economy



## Synopsis

The definitive resource for corporations in myriad industriesânow completely revised and updated. Filled with illuminating examples, stories from the field, and dozens of forms for drafting franchising agreements and licensing programs, the fourth edition of *Franchising & Licensing* covers all the strategic, legal, financial, and operational aspects of these complex but highly profitable business strategies. Incorporating up-to-the-minute information on regulations, best practices, Web 2.0 strategies, branding techniques and global trademark laws, the new FDD disclosure format, and the latest franchising trends, this indispensable reference reveals how to: Raise capital, structure agreements, and protect intellectual property â Create market-responsive sales, marketing, and globalization strategies â Establish quality control and compliance measures â Assess opportunities for mergers and acquisitions, joint ventures, and other alternatives to franchising â And much more Comprehensive and applicable to domestic and international franchising initiatives alike, this essential guide remains the industry standard.

## Book Information

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## Customer Reviews

Andrew Sherman is both an experienced franchise attorney and has been involved in franchise

management. This is a great, step-by-step "how to" book on everything you need to do to create a successful franchise. Having been down that road, I can tell you that you are not likely to create a successful franchise without the assistance of a great franchise consultant. This book, however, will help you ask the right questions in order to evaluate a prospective franchise consultant. The book will also help you determine if your business is potentially franchiseable.

I found this book very informative and directed towards people who are considering franchising or licensing their businesses (as I am) as opposed to someone looking to buy a franchise. I would have wanted more information on the licensing aspect however. About 90% of the contents are for prospective franchisors and only 10% for somebody looking into the other option which is licensing. That's why I only gave it 4 stars instead of 5. I would have wanted a little more info on licensing as an alternative. But as far as the franchising content it is definitely 5 stars.

This book is truly a Godsend for my business. I know virtually nothing about becoming a franchisor and I have a wonderful consultant, but this book takes all the guesswork out of the process. There are great examples of the operations manual, legal documents even personnel questionnaires. With this book in my arsenal, I'm ready to get my franchise started. I'm even buying multiple copies of the book for my business partners. This is a MUST buy for anyone starting a franchise. Keep in mind, "Franchising and Licensing" is not for franchisees (people buying a franchise). So if you're looking to buy a franchise, consider a different book.

Andrew Sherman has put together an all inclusive, easy to understand guide to franchising and licensing. I had an immediate need, ordered the book, and was able to get phase one of my analysis done very quickly through the use of all the bulleted lists in the book. In later steps, the substance in the book answered every question that I had in regards to a potential franchising offer that was under development. I recommend this book highly, you won't be disappointed.

This is an absolute must have for any aspiring franchisor, and those already in the franchising business. Complete, thorough, authoritative, current (4th edition 2011) - WORTH EVERY PENNY. This is the best industry-specific book I have ever read - what you must know to survive and succeed.

Although this book as written for lawyers, I gained a lot of insight as to the challenges any business

faces in walking down the road of franchising. Anyone desiring to franchise their business would benefit greatly from the insights and guidance Mr. Sherman gives.

As an attorney who advises and represents distribution channel players, including franchisors and franchisees, I found Sherman's knowledge of this field to be encyclopedic. Practically any legal issue of importance to a potential franchisor is touched upon - from intellectual property law to employment law. But the book's true value is that it is more than just a lawyer's presentation of the law. It is, at its core, a business text rather than a legal treatise. Sherman discusses in detail the practical business of franchising - from securing the required capital, to building and maintaining relationships with franchisees, to deciding whether (and how) to expand overseas. He writes clearly and succinctly, packed with so much information that the book at times seems like a reference guide. Despite the title, the book is more about franchising than licensing. (Outside of the context of franchising, licensing is addressed only in about a tenth of the book.) In all, this is an excellent presentation of franchising invaluable to anyone currently in a franchise relationship or contemplating such a relationship.

Andrew provides an excellent framework for evaluating your business model, identifying opportunities for growth and equipping you with the pathway towards making it happen. Upon purchasing this literature, my knowledge of franchising and licensing our tangible and intangible assets was insignificant to where it is now. Furthermore, our organization was in the process of under-capitalizing on our intellectual property - the chapter on 'Protecting the Intellectual Property of the Franchise System' alone has equipped our organization with more than enough value to justify making the purchase. To add, the framework provided in the section on 'Developing The Operations and Training Program' has been an incredible resource for putting the pen to paper. I highly recommend this literature for anyone who wants to gain a tangible, applicable and deep understanding of methodologies for growing their business.

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