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Franchise Your Growth
Expert franchise consultant Mark Siebert delivers the ultimate how-to guide to employing the greatest growth strategy ever in franchising. Siebert

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and avoid costly
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and protect intellectual
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marketing plans, build
lead generation, and
branding for a new
franchise Cultivate the
franchisee-franchisor
relationship

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"The franchise agreement is the document that establishes the franchise relationship. This business relationship is characterized by a franchisor granting a franchisee a temporary or time- limited right to use the franchisor's system and trademarks to conduct business.

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Because there is no 'one size fits all' template for drafting a franchise agreement, this must-have resource provides proven guidance on the core issues covered by a well-drafted agreement and how to carefully analyze the many considerations involved."--

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This book was written with the would-be franchisor in mind. It delves deeply into such topics as preparing to become a franchisor, the legal repercussions of

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The franchisee manual will tell you about: what

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Understand and evaluate your franchise agreement; what you should do if you have a dispute with your franchisor; answers to frequently asked questions; where you should go for more information.

This book is an essential handy guide for any draftsman and in-house

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counsels as it not only contains the practical and usable templates that can serve as a prototype for the various contracts but also provides a sense about the purpose and critical points of the contract. For each of the chapters, along with the templates, there is an introduction and drafting notes, allowing

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a reader to grasp the
essence and importance
of the clauses. It
comprises of chapters
on Partnership;
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will prove useful for professionals/students in understanding the practical details of varied contracts, act as a beginning point for practitioners, and be useful for all considering the vast number of contracts dealt with. Key Features A must to have for in-house legal teams, consultants, legal

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practitioners, and fresh lawyers. Templates of important and day-to-day contracts, acting as a beginning point for practitioners. Practical and business-oriented templates for day to day contracts with introduction and drafting notes. Special focus on Dispute Resolution clauses in most of the agreements.

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Useful for professionals/students to understand the practical details of varied contracts.

This is a directory of companies that grant franchises with detailed information for each listed franchise.

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