



Franchising Globally: Innovation, Learning and Imitation

By I. Alon

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Franchising Globally is first of its kind to examine franchising both from an entrepreneurial and from an international perspective. The book includes theoretical discussions and practical examples of international franchising as well as both micro and macro studies of franchising environments in different parts of the world.

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Editorial Review

About the Author

ILAN ALON is George D. and Harriet W. Cornell Professor of International Business at Rollins College and Visiting Scholar at Harvard University Alon has taught franchising courses in China (Fudan and CEIBS), Italy (MIB), and India (IILM), and lectured extensively on the topic in various professional associations, including the International Franchise Association, International Society for Franchising, and the Academy of International Business. In the realm of consulting, he has worked with governmental agencies and companies advising them about the use of franchising and internationalization. In Croatia he was responsible for introducing franchising education, as well as training bankers, business consultants, franchisors, franchisees, and lawyers.

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