

Franchising in Europe



With 1992 in mind, this book looks at how business can expand through franchising operations in Europe. Key information is contained within each chapter, concerning both general conditions and specific considerations in relation to a particular European country. Each of the 12 EC member states is profiled by a specialist in that particular country. Coverage includes statutory requirements, legal issues relating to competition, employment and copyright, tax and financial matters. Appendices supply the text of key EC legislature and the European Franchise Federation Code of Ethics. As an area with a high potential for profit, franchising is growing relatively fast, both from the point of view of franchisers (those selling franchises) and franchisees (those buying them). The book aims to provide a guide to those who are considering entry into this market.

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