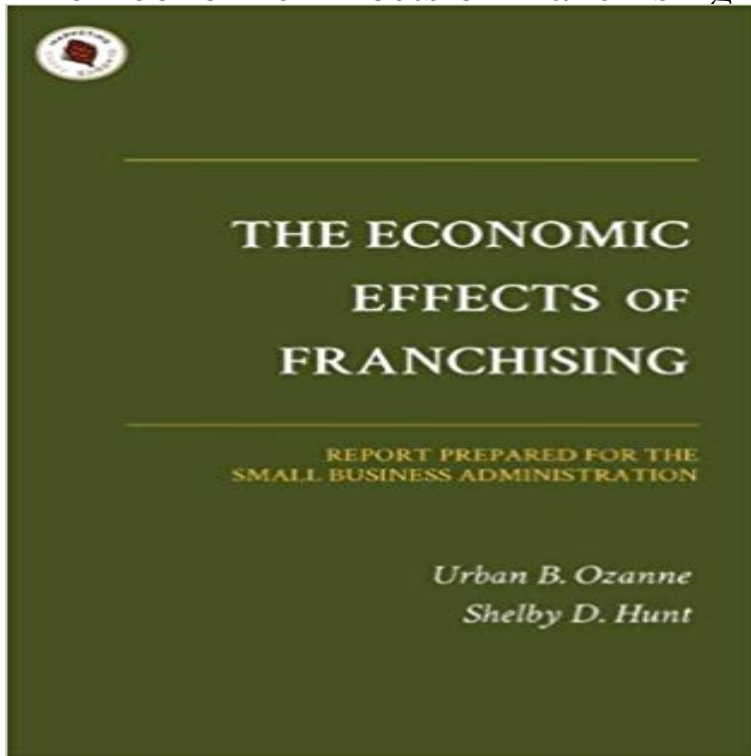


## The Economic Effects of Franchising



The Economic Effects of Franchising is based on a report generated for United States Senate Small Business Committee in 1970 entitled, Impact of Franchising on Small Business. This original report resulted in lengthy hearings of franchising issues and opportunities, focusing on the fast food industry. Ozanne and Hunt continued researching the focus of this work and completed their studies in 1971 to produce The Economic Effects of Franchising for Congress and the public. This work discusses, step by step, from researching the franchise and its characteristics, to signing a franchise agreement and training its employees, and the revenue generated to owning a franchise. URBAN B. OZANNE is Professor Emeritus at Florida State University in Tallahassee, Florida. Professor Ozanne wrote The Economic Effects of Franchising with Shelby D. Hunt in 1971. In 1968, Ozanne wrote the article entitled, Adoption Research: Information Sources in the Industrial Purchasing Situation, with Gilbert A. Churchill, which was published in Marketing and the New Science of Planning by the American Marketing Association. SHELBY D. HUNT is the Jerry S. Rawls and P. W. Horn Professor of Marketing at Texas Tech University, Lubbock, Texas. He has written numerous articles on competitive theory, macromarketing, ethics, channels of distribution, philosophy of science, and marketing theory. For his contributions to theory and science in marketing, he received the 1986 Paul D. Converse Award from the American Marketing Association, the 1987 Outstanding Marketing Educator Award from the Academy of Marketing Science, the 1992 American Marketing Association/Richard D. Irwin Distinguished Marketing Educator Award, and the 2002 Society for Marketing Advances/Elsevier Science Distinguished Scholar Award.

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CHAIRMAN: I am pleased to submit the enclosed copy of a report on The Economic Effects of Franchising, prepared by the Graduate School of Business of the **The Economic Effects of Franchising - Google Books Result** May 1, 2013 Adding new jobs to your local economy is only one way that opening a business impacts your area. When a new business opens up, other **The Economic Effects of Franchising Shelby D. Hunt and Urban B** It is clear that franchising is a critical engine of economic growth in the United States As a result of these spillover effects, the total impact of franchising was to **Research - International Franchise Association** Aug 29, 2011 This work discusses researching the franchise and its characteristics, to signing a franchise agreement and training its employees, and the **click here for .pdf - International Franchise Association** Dec 31, 1973 THE ECONOMIC EFFECTS OF FRANCHISE. TERMINATION LAWS\*. JAMES A. BRICKLEY, FREDERICK H. DARK,. University of Utah Iowa