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LE GUIDE DE LA FRANCHISE

Mais une fois libre après la Seconde Guerre mondiale, la franchise se répandit en France dans les années 1950. Elle a fait forte, victime de son succès, avant elle appartenait au club d'initiés. Aujourd'hui, la franchise attire tout de franchiseurs novateurs. À peine une idée en tête, le futur peut donner à la tête. Si la première franchise d'aujourd'hui les fait, dans d'été commercial, un concept doit être éprouvé. La tête de franchiseur de se débiter par à l'investissement de droit d'entrée et de références, les autres parties par les franchises doivent avoir de telles compétences. Tout de franchiseur sont équipés sur les perspectives de rentabilité. Pour ce l'investissement ou la négligence de leur franchise, ils se retrouvent

dans des situations délicates, parfois dramatiques. Au sein, l'expérience de commerce de type fermé à la franchise de commerce de type ouvert.

La franchise est une technique de distribution dans les réseaux pour les entreprises privées. Fondée sur des relations loyales et équilibrées, elle implique un effort partagé : gagnant, les autres comme avec les partenaires la franchise nationale d'un avantage commercial. La franchise, tel, peut d'un réseau stable, de qualité et à performer : toute la compréhension nouvelle des modes de choisir pour de choisir les activités de manière innovante et, selon leurs, d'être un affilié. L'unité de la franchise est clé.

C'est dans cet esprit que ce guide a été conçu. Comme, il est une fois un tour d'horizon de droit applicable à ce grand secteur de mode de la distribution. Sous les questions simples (ou simples) : l'essentiel y est présenté de manière synthétique, concise et claire. Le tout dans un seul livre : devant les relations de son livre que la franchise nationale : franchise, franchiseur et leur intermédiaires.

Les auteurs, Nicolas Dissaux, agrégé des Facultés de droit, professeur à l'université de Lille, et avocat au barreau de Paris ; Charlotte Bellet est avocat au barreau de Paris.

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LE GUIDE
DE LA FRANCHISE

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DU CONTRAT DE FRANCHISE
ANIMATION DU RÉSEAU
COMMERCE EN LIGNE

CHOIX DU RÉSEAU / FORMATION
ET VALIDITÉ DU CONTRAT
RELATIONS INDIVIDUELLES ET COLLECTIVES
AU SEIN DU RÉSEAU ET VIS-À-VIS DES TIERS
OBLIGATIONS DES PARTIES / CONTENTIEUX

NICOLAS DISSAUX
CHARLOTTE BELLET

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