



The Law and Regulation of Franchising in the EU (Elgar Intellectual Property Law and Practice series)

Mark Abell

[Download now](#)

[Click here](#) if your download doesn't start automatically

The Law and Regulation of Franchising in the EU (Elgar Intellectual Property Law and Practice series)

Mark Abell

The Law and Regulation of Franchising in the EU (Elgar Intellectual Property Law and Practice series) Mark Abell

'Mark Abell's book argues that the European franchising market fails to reach its potential as it remains unregulated. He supports this by analysing the historical legal and economic basics and risk/attraction profiles of franchising to franchisors and franchisee, compares the European situation to the highly developed regulatory regimes in the USA and Australia, and moves through to proposing and drafting a new EU directive to bring greater certainty and stability to cross border franchising in the EU. Comprehensively researched and very detailed, this book is a worthy contribution to the literature on the subject.'

- Graham Cunningham, Barrister, Hardwicke

Key features of this detailed and insightful work include:

- Practical analysis from a leading authority in the field of franchising.
- Examination of the impact of both franchise specific and general commercial law upon use of franchising in the EU.
- Comparative legal analysis of the law of England, Germany, France, the US and Australia.
- Carefully constructed proposals for a franchise directive in the EU based on the vast experience of the author.
- A draft text for the proposed directive.

The Law and Regulation of Franchising in the EU provides an in-depth analysis of the regulatory environment for franchising in the EU. Franchising in the EU comprises nearly 10,000 franchised brands and over 215 billion (US\$300 billion) turnover per annum. However, compared to its scale in the US and Australia, franchising is not realising its full potential in the EU and the author points to the lack of homogeneity across members states as a large part of the problem.

The book concludes by arguing for the adoption of a draft directive, and proposes a draft directive, which promotes market confidence in franchising, provides pre-contractual hygiene and imposes a mandatory taxonomy of rights and obligations.

This highly topical and comprehensive work will appeal to franchise lawyers and franchise academics as this is the first book that analyses the impact of EU and member state law upon the use of franchising in the EU.

Contents: 1. Introduction 2. Deconstructing the Contextualisation, Architecture, Rationale and Risks of Franchising 3. Does the Contractual and Regulatory Environment Support and Promote Franchising? 4. identifying a Catalyst to Re-engineer the Regulatory Environment 5. Re-engineering the Regulatory Environment for Franchising in the EU 6. Conclusion Appendix 1: Proposed Draft Franchise Directive Appendix 2: Analysis of Franchise Agreements Appendix 3: Statutes of the 21 Countries Outside of the EU that have Franchise Specific Laws Appendix 4: European Franchise Associations and Membership Table of Statutes Table of Cases Bibliography Index

 [Download The Law and Regulation of Franchising in the EU \(E ...pdf](#)

 [Read Online The Law and Regulation of Franchising in the EU ...pdf](#)

Download and Read Free Online The Law and Regulation of Franchising in the EU (Elgar Intellectual Property Law and Practice series) Mark Abell

From reader reviews:

Raymond McMillion:

As people who live in often the modest era should be revise about what going on or data even knowledge to make these people keep up with the era and that is always change and make progress. Some of you maybe may update themselves by examining books. It is a good choice in your case but the problems coming to you is you don't know what one you should start with. This The Law and Regulation of Franchising in the EU (Elgar Intellectual Property Law and Practice series) is our recommendation to cause you to keep up with the world. Why, as this book serves what you want and want in this era.

Dennis Lewis:

Do you one among people who can't read pleasant if the sentence chained within the straightway, hold on guys this particular aren't like that. This The Law and Regulation of Franchising in the EU (Elgar Intellectual Property Law and Practice series) book is readable through you who hate the straight word style. You will find the details here are arrange for enjoyable reading through experience without leaving also decrease the knowledge that want to supply to you. The writer connected with The Law and Regulation of Franchising in the EU (Elgar Intellectual Property Law and Practice series) content conveys the thought easily to understand by lots of people. The printed and e-book are not different in the information but it just different by means of it. So , do you even now thinking The Law and Regulation of Franchising in the EU (Elgar Intellectual Property Law and Practice series) is not loveable to be your top list reading book?

Kerry Giles:

Do you one of the book lovers? If yes, do you ever feeling doubt while you are in the book store? Make an effort to pick one book that you find out the inside because don't determine book by its handle may doesn't work at this point is difficult job because you are afraid that the inside maybe not because fantastic as in the outside seem likes. Maybe you answer can be The Law and Regulation of Franchising in the EU (Elgar Intellectual Property Law and Practice series) why because the great cover that make you consider regarding the content will not disappoint an individual. The inside or content is definitely fantastic as the outside or perhaps cover. Your reading sixth sense will directly assist you to pick up this book.

Elizabeth Rivera:

As we know that book is significant thing to add our information for everything. By a reserve we can know everything we would like. A book is a group of written, printed, illustrated or blank sheet. Every year had been exactly added. This book The Law and Regulation of Franchising in the EU (Elgar Intellectual Property Law and Practice series) was filled concerning science. Spend your free time to add your knowledge about your scientific research competence. Some people has distinct feel when they reading a book. If you know how big good thing about a book, you can feel enjoy to read a book. In the modern era like currently, many ways to get book that you just wanted.

**Download and Read Online The Law and Regulation of Franchising
in the EU (Elgar Intellectual Property Law and Practice series)
Mark Abell #LBNSXDY8VMF**

Read The Law and Regulation of Franchising in the EU (Elgar Intellectual Property Law and Practice series) by Mark Abell for online ebook

The Law and Regulation of Franchising in the EU (Elgar Intellectual Property Law and Practice series) by Mark Abell Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Law and Regulation of Franchising in the EU (Elgar Intellectual Property Law and Practice series) by Mark Abell books to read online.

Online The Law and Regulation of Franchising in the EU (Elgar Intellectual Property Law and Practice series) by Mark Abell ebook PDF download

The Law and Regulation of Franchising in the EU (Elgar Intellectual Property Law and Practice series) by Mark Abell Doc

The Law and Regulation of Franchising in the EU (Elgar Intellectual Property Law and Practice series) by Mark Abell Mobipocket

The Law and Regulation of Franchising in the EU (Elgar Intellectual Property Law and Practice series) by Mark Abell EPub