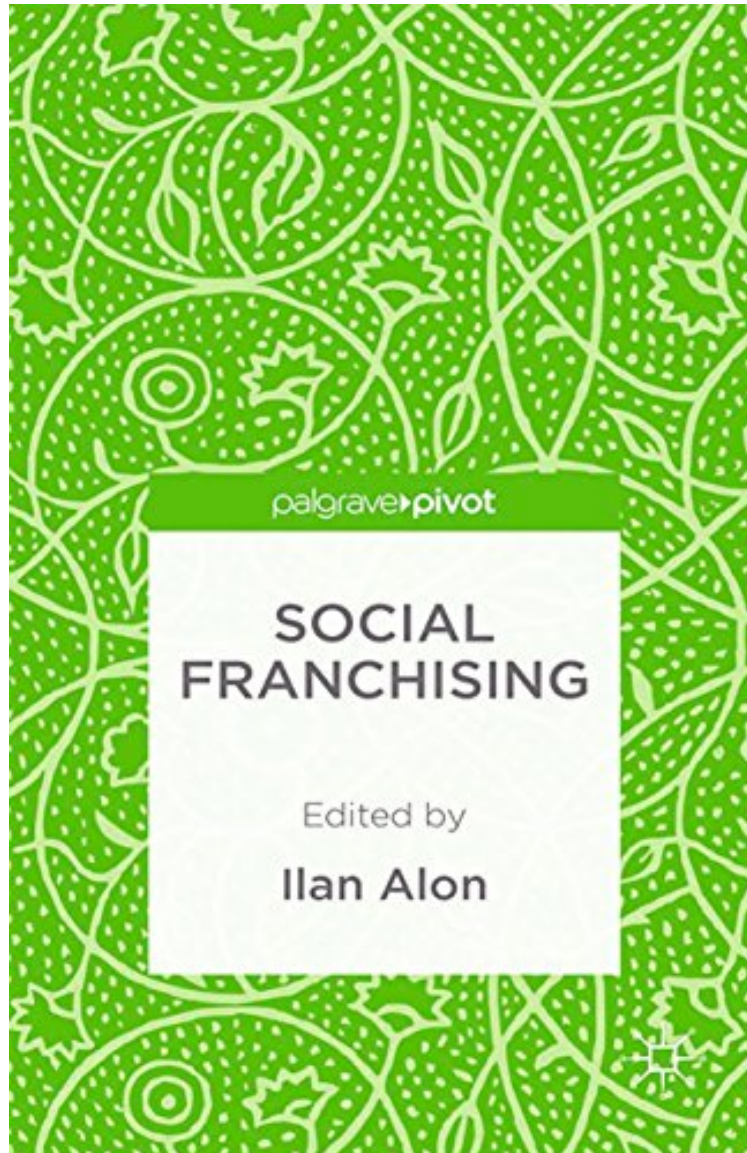


## Social Franchising

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Social franchising represents a third generation form of franchising development, after trade-name and business-format franchising. At the intersection of social enterprise and micro finance literatures, this book reviews a variety of social franchising formats across a number of developing countries.

About the Author Ilan Alon is Cornell Professor of International Business at Rollins College and a visiting scholar at Georgetown University, USA. A prolific author on global franchising, Dr. Alon's books include: *Global Franchising Operations Management: Cases in International and Emerging Markets Operations* (FT Press, 2012), *Franchising Globally: Innovation, Learning and Imitation* (Palgrave, 2010), *Service Franchising: A Global Perspective* (Springer, 2005), *International Franchising in Industrialized Markets: Western and Northern Europe* (CCH Inc., 2003), *International Franchising in Industrialized Markets: North America, Pacific Rim and Other Developed Countries* (CCH Inc., 2002), *International Franchising in Emerging Markets: China, India, and Other Asian Countries* (CCH Inc., 2001), *International Franchising in Emerging Markets: Central and Eastern Europe and Latin America* (CCH Inc., 2001), *The Internationalization of US Franchising Systems* (Garland Publishing, 1999).