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Die vorliegende Untersuchung zum Management von Franchisenetzen wurde im Sommersemester 1995 vom Fachbereich Wirtschaftswissenschaften der Freien Universit Hlt Berlin als Dissertation angenommen.
Management von Franchisenetzen : eine Resource

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Wissensmanagement in Vertrieb, Handel und ...

Seine Hauptarbeitsgebiete sind Handelsmanagement, Management von Franchisenetzen,

Distributionspolitik, Markenmanagement und Netzwerkmanagement. Univ.-Prof. Dr. Rainer Olbrich ist Inhaber des Lehrstuhls fr Betriebswirtschaftslehre, insb. Handbuch Franchising und Cooperation Das Management ...

Inhalt IV. Rechtliche Aspekte kooperativer Unternehmensnetzwerke Eckhard Flohr Von Franchisesystemen zu Franchisenetzen 487 Albrecht Schulz Entwicklungen im EU-Kartellrecht und deren Bedeutung fr das Franchising 509

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