

**FRANCHISING GLOBALLY: INNOVATION, LEARNING
AND IMITATION**

May Bubier

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franchising Franchising Globally: Innovation from an
entrepreneurial and from an international perspective. Part II
provides area studies of four distinct regions, including
microfranchising applications in less developed countries.
Criteria to select the sample among Brazilian franchise chains
with domestic operations was the selection of indicators
presented in the Franchise Guide which is very renowned among
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