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DAS FRANCHISE-PARADOX: HYBRIDE ARRANGEMENTS ZWISCHEN MARKT UND HIERARCHIE IM MATERIELLEN UND IM KOLLISIONSRECHT (PAPERBACK)



JCB Mohr (Paul Siebeck), Germany, 2006. Paperback. Condition: New. 1. Auflage.. Language: German . Brand New Book. English summary: Franchise systems are hybrids between market and hierarchy. Their economic power generates from the combination of unity and plurality, hierarchy and heterarchy, market and organization. Economics and social sciences have been dealing with the hybrid character of franchise systems and other network-like organizations for a long time. In the meantime, lawyers have also become interested in entrepreneurial structures between market, hierarchy...

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- Authored by Judith Schacherreiter
- Released at 2006



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