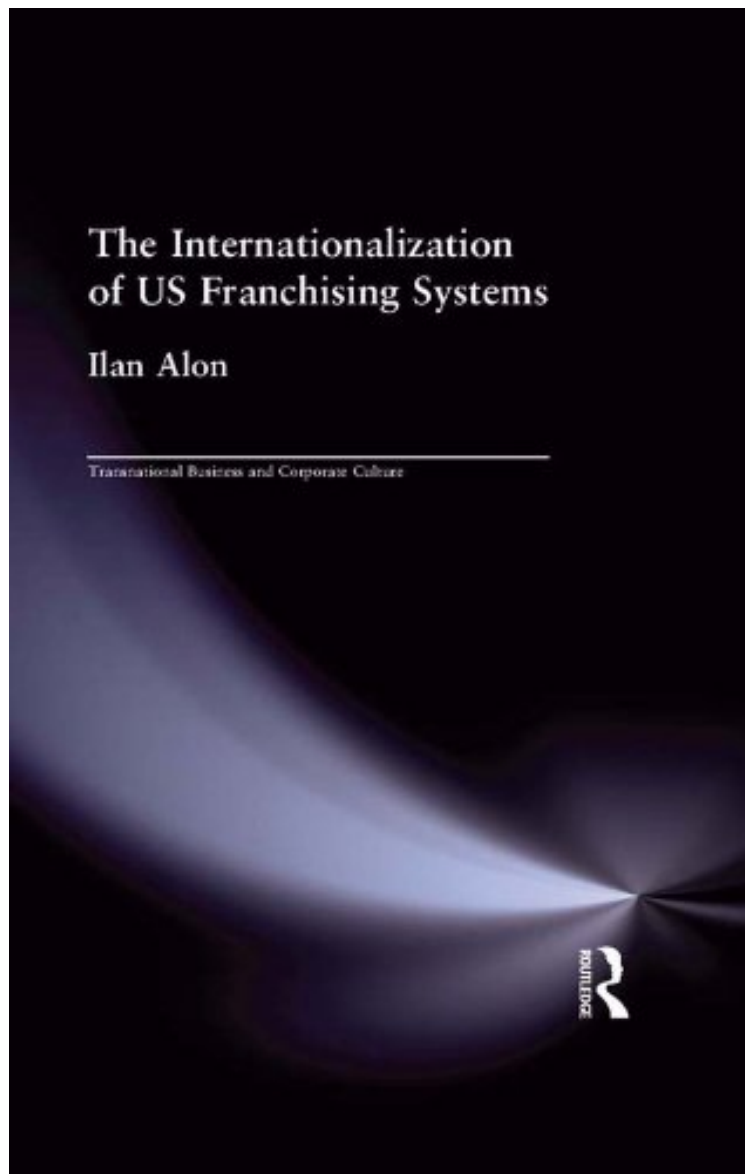


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The Internationalization of US Franchising Systems (Transnational Business and Corporate Culture)

Ilan Alon

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