



# Franchising: mettersi in proprio con l'affiliazione commerciale (Italian Edition)

*Franco Di Gabriele*

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Il franchising rappresenta un'opportunità concreta per mettersi in proprio. La possibilità di avviare un business già sperimentato e di sfruttare un marchio già noto, fanno del franchising uno dei modelli di partnership più redditizi e meno rischiosi. Questo ebook - nato in collaborazione con lo staff di [www.puntofranchising.it](http://www.puntofranchising.it) - ti guida nel mondo dell'affiliazione commerciale: dai diritti e doveri dell'affiliato e dell'azienda affiliante, agli errori più comuni da non commettere quando si sceglie un modello di business in franchising, dagli espedienti per smascherare quelle aziende che vogliono solo incassare la "fee d'ingresso" e poi "scappare col malloppo", alle disposizioni previste dalla legge sul franchising. Il lettore comprenderà se, in base al suo profilo caratteriale e imprenditoriale, è effettivamente adatto al ruolo di affiliato o se è più portato per gestire un'attività in modo completamente autonomo.

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