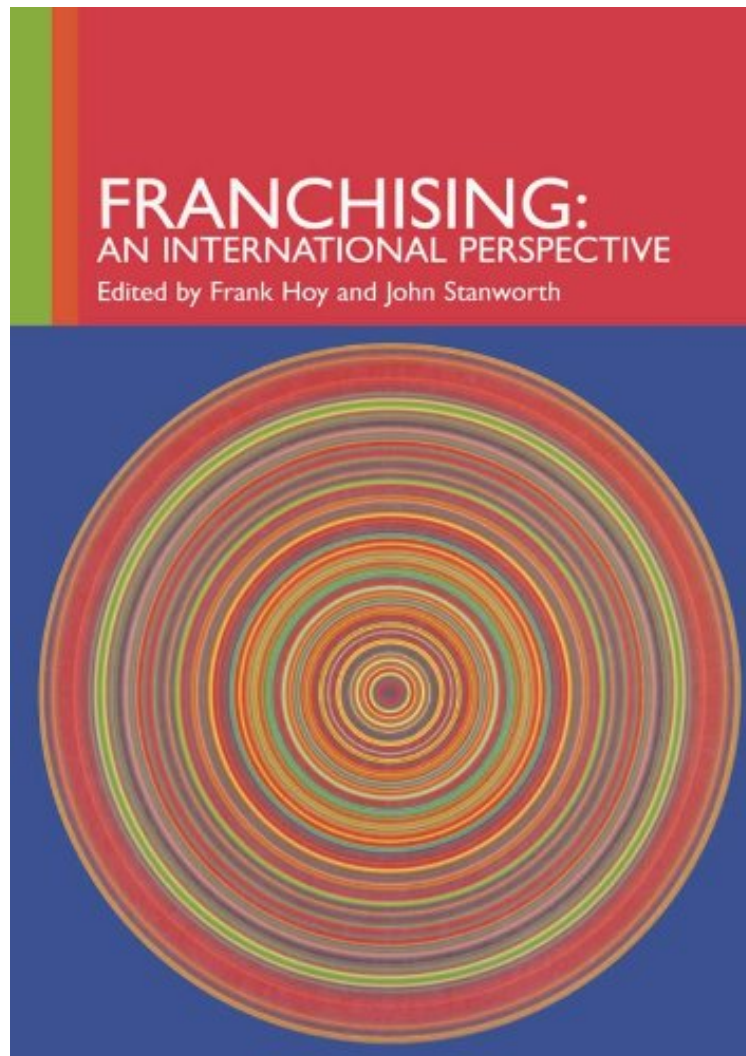


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About the Author Professor Frank Hoy, Dean of Texas University (EP) Business School enjoys a national (US) and international reputation in the field of entrepreneurship and has a special interest in franchising. Professor John Stanworth, is at the University of Westminster is the Head of the International Franchise Research Centre (IFRC) in London and also Director-General of the Small Business Research Trust based at the Open University in Milton Keynes.