



CONTINENTAL FRANCHISE REVIEW

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Bulletins

EFFEL TOWER PROGRAM LAUNCHES EUROPEAN UNIVERSITY OF FRANCHISING

The Eiffel Tower in Paris was the location for an international franchising symposium, November 7 and 8, which served to launch the new European University of Franchising.

The University offers a six-month program covering all aspects of franchising, from operations to marketing to legal. It is directed primarily at top management in smaller franchise firms, and middle management in medium to large organizations. It is located near Strasburg, the site of the European Economic Community (EEC) parliament.

* Spearheaded by French attorney Olivier Gast, the University is a joint venture by the French government, the EEC, area Chambers of Commerce, and franchised associations in the European countries. Its doors are open to franchise managers from around the world.

Philip Zeidman, of Brownstein Zeidman and Schomer, represented the American franchise community at the November convocation. He quoted from Theodore Levitt, leading marketing expert at the Harvard Business School, regarding a trend toward globalization of markets:

"Commercially nothing confirms this as much as the success of McDonald's from the Champs Elysses to the Ginza, of Coca-Cola in Bahrain and Pepsi-Cola in Moscow, and of rock music, Greek salad, Hollywood movies, Revlon cosmetics, Sony televisions, and Levi jeans everywhere. . . No one is exempt and nothing can stop the process. Everywhere everything gets more and more like everything else as the world's preference structure is relentlessly homogenized."

For information on the European University of Franchising, contact: Olivier Gast, Le Cabinet Gast/Douet, Avocats a la Cour, 1, Avenue Bugeaud, 75116, Paris; telephone 001-331-727-4850; telex 842-614-737 (GAST).

BRITAIN TO HAVE ITS OWN FRANCHISE DIRECTORY

Franchise Publications, publishers of *Franchise World* magazine, and the newsletter, *Franchise Reporter*, in London, has announced that "franchising in Britain has grown to the stage where there is a need for an authoritative annual directory, particularly for people planning to buy a franchise."

Accordingly, Franchise Publications has undertaken production of the *Directory of Franchising*. The first edition, for 1984, will be published in January. In addition to articles contributed by nearly a dozen British franchise experts, the Directory will carry complete listings of companies involved in business format franchising in the U.K.

Franchise Publications states that, "All listings are being deliberately confined to the address, phone number, and type of business of each franchisor. They will not include figures. . . which in addition to becoming dated in an annual publication, can lead the reader to make misleading comparisons to the detriment of the franchisor."

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