FOREWORD

This book focuses upon the law and regulation of franchising in the European Union, but its conclusions are equally applicable to other jurisdictions if their legislatures and judiciaries are to help enable franchising to fulfil its full potential in their economies. It is my hope that my research, analysis and conclusions will inspire other enquiring minds to also question the orthodoxy of franchise regulation and so lead to a more homogeneous, enlightened and commercially appropriate approach to the way that franchising is regulated around the world.

This book is the result of five years of hard work. It has been a long personal journey that has seen me pass through an unusual number of travails: an unscheduled and enforced extended stay in a Mumbai hotel room, the tragic and untimely loss of a much loved sister and the premature and unexpected death of a close friend and colleague. Through all of that, this work has been not only a burden but also a form of intellectual support.

The researching and writing of this book has also been a rich and meaningful professional experience. I found myself ending it with a far broader, more sophisticated and commercially relevant understanding of franchising and its regulation in the EU than I had expected. Indeed, on some issues, such as unconscionability, my views have fundamentally changed as a result. Consequentially, I find myself significantly better educated, even if some may think me no wiser.

The journey has been literal as well as metaphorical with parts of the book having been researched and written by me not only in the UK, but also in the USA, Germany, France, Japan and China. That has also enriched the experience for me.

Like all long journeys, this one would not have been possible without the active and much appreciated support of a host of generous people and it is my pleasure to be able to thank them for their support in this foreword.

The list of those who have in some way helped me is endless and space does not permit me to name them all, but particular thanks are due to the following people:

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All opinions and any errors and omissions are, of course, entirely down to me.

Mark Abell