

Contents

<i>Acknowledgments</i>	vii
Introduction: An Industrial Way of Life	1
1. Imagining the Franchise: Structures, Social Relations, and Cultural Work	27
2. From Ownership to Partnership: The Institutionalization of Franchise Relations	67
3. Sharing Worlds: Difference, Deference, and the Creative Context of Franchising	107
4. “A Complicated Genesis”: Transnational Production and Transgenerational Marketing	153
5. Occupying Industries: The Collaborative Labor of Enfranchised Consumers	197
Conclusion: Future Exchanges and Iterations	233
<i>Notes</i>	243
<i>Index</i>	279
<i>About the Author</i>	291