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Franchise For You, 3rd Edition

**The Educated
Franchisee: Find The
Right Franchise For
You, 3rd Edition**

Is Franchising Right For

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*You? Why start a
business from scratch
when you can have a
piece of the greatest
expansion strategy ever
conceived? Franchising
is BIG and getting*

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*bigger in every
sector—from restaurants
and coffee chains to pet
care and insurance.
There is a franchise for
everything and everyone.
As a potential franchise*

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*owner, you can be in
charge of your own
success while being
supported by a known
brand. Franchising gives
you that ability, along
with the satisfaction*

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*that comes only with
building something that
can last a lifetime and
beyond. And, if you are
successful, you
eventually stop sweating
the details and have the*

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*freedom to enjoy your
life in a way that most
around you cannot. In
The Franchisee Handbook,
franchise expert Mark
Siebert walks you
through the process of*

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*vetting and buying a
franchise, helps you ask
the right questions of
franchisors and
yourself, and gives you
the resources you need
to decide if franchising*

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is right for you.

*Siebert shows you how to
do your homework before
making what could be the
greatest financial
decision of your life.
You will learn how to:*

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*Accurately assess the
risks of buying a
franchise Determine if a
franchise is a good fit
for your personal goals
Research and vet
potential franchise*

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*opportunities Create a
startup plan that meets
your business goals
Prepare your franchise
for success Why dream
about owning a franchise
when you can take*

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*concrete steps to make
it happen today? With
The Franchisee Handbook
as your guide, you have
the power in your hands
to start your own
franchise journey right*

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now.**

*Teaching Goes High-Tech
Online education is
experiencing a huge
growth spurt. The number
of students taking
online classes increased*

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*24 percent in the past
year—and this growth is
only expected to
continue. Don't let this
lucrative opportunity
pass you by. Take your
teaching global by*

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*offering courses online.
Learn everything you
need to know to set up a
successful online
education business: Find
financing, write a
business plan, choose a*

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*business structure and
learn other business
basics Develop exciting
courses in the four most
popular areas-IT, health
care, education and
business-as well as*

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*niche markets Promote
your business and
attract students through
online newsletters,
search engine
optimization and other
innovative techniques*

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*Design a user-friendly
website and provide high-
quality tech support
Train instructors in
this new education
medium, or teach courses
yourself And more! Real-*

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*life stories from
successful entrepreneurs
show you exactly what
you need to do to set up
and run a profitable
business. Now's the
perfect time to get*

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*started with an online
education business—and
with this book, you're
well on your way to
success. The First Three
Years In addition to
industry specific*

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*information, you'll also
tap into Entrepreneur's
more than 30 years of
small business expertise
via the 2nd section of
the guide - Start Your
Own Business. SYOB*

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*offers critical startup
essentials and a
current, comprehensive
view of what it takes to
survive the crucial
first three years,
giving you exactly what*

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*you need to survive and
succeed. Plus, you'll
get advice and insight
from experts and
practicing
entrepreneurs, all
offering common-sense*

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*approaches and solutions
to a wide range of
challenges. • Pin point
your target market •
Uncover creative
financing for startup
and growth • Use online*

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*resources to streamline
your business plan •
Learn the secrets of
successful marketing •
Discover digital and
social media tools and
how to use them • Take*

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*advantage of hundreds of
resources • Receive
vital forms, worksheets
and checklists From
startup to retirement,
millions of
entrepreneurs and small*

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*business owners have
trusted Entrepreneur to
point them in the right
direction. We'll teach
you the secrets of the
winners, and give you
exactly what you need to*

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*lay the groundwork for
success. BONUS:
Entrepreneur's Startup
Resource Kit! Every
small business is
unique. Therefore, it's
essential to have tools*

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*that are customizable
depending on your
business's needs. That's
why with Entrepreneur is
also offering you access
to our Startup Resource
Kit. Get instant access*

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*to thousands of business
letters, sales letters,
sample documents and
more - all at your
fingertips! You'll find
the following: The Small
Business Legal Toolkit*

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*When your business
dreams go from idea to
reality, you're suddenly
faced with laws and
regulations governing
nearly every move you
make. Learn how to stay*

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*in compliance and
protect your business
from legal action. In
this essential toolkit,
you'll get answers to
the "how do I get
started?" questions*

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*every business owner
faces along with a
thorough understanding
of the legal and tax
requirements of your
business. Sample
Business Letters 1000+*

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*customizable business
letters covering each
type of written business
communication you're
likely to encounter as
you communicate with
customers, suppliers,*

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employees, and others.

*Plus a complete guide to
business communication
that covers every
question you may have
about developing your
own business*

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communication style.

*Sample Sales Letters The
experts at Entrepreneur
have compiled more than
1000 of the most
effective sales letters
covering introductions,*

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*prospecting, setting up
appointments, cover
letters, proposal
letters, the all-
important follow-up
letter and letters
covering all aspects of*

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*sales operations to help
you make the sale,
generate new customers
and huge profits.*

*Have you ever thought of
starting a franchise
business but don't know*

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where to begin? Buying a franchise sounds like a smart shortcut to becoming an entrepreneur, but is it for you? Best-selling author David Busker

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*answers these questions
and more in his new book
Franchise Vision:
Transform Your Future
Through Franchise
Ownership. In it, you'll
learn: How to know if*

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you have an

entrepreneurial mindset

*The types and business
models of franchises How
the Franchise Continuum
helps you define your
criteria How to research*

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and buy a franchise

*Where to focus your
research What you'll
need to have in place
before you start a
franchise How to
identify and overcome*

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*red flags, roadblocks,
and obstacles that can
derail your efforts How
to finance your business
investment How to get
help from advisors and
consultants What to*

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*expect after signing a
franchise agreement This
book is not an
inspirational sales call
to arms that pretends
everyone can and should
buy a franchise. It's a*

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comprehensive, down-to-earth examination of the process that starts with the most important question--should you do this? From there, David will take you through

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*the process of
researching and buying a
franchise step by step
with real-world examples
to make every step
crystal clear. David has
been where you are. He*

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*made the transition from
employee to
entrepreneur, so he
knows the joys and the
pitfalls of this
journey. He has lived
the life of a multi-unit*

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*franchisee and self-
employed business owner,
so he's been through the
process multiple times
and learned something
each time. "Franchise
Vision is a fabulous*

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*resource for anyone
thinking about getting
into their own franchise
business. It covers all
the important topics
involved in conducting a
thorough investigation*

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*of opportunities and,
even more importantly,
it also does a wonderful
job of explaining the
emotional challenges
that all of us face when
contemplating doing*

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*something new. The
book's focus on creating
a vision of how you want
your life to be in the
future and then using
this vision as a guide
to decide which*

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*opportunities would be
best for you is
genius!." - Jeff Elgin,
Founder and CEO,
FranChoice, Inc.
Franchise Vision is a
motivational yet*

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*practical guide to
understanding the path
to franchise ownership,
with real-world examples
and step-by-step
explanations to help
those considering*

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*franchise ownership make
decisions and navigate
their journey with
confidence. If you have
ever wondered about how
franchising works and
how to investigate*

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*becoming a franchise
owner, this book is for
you. With this book you
can confidently get
started on your
franchise journey today.
As a nationally renowned*

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*franchise consultant,
best-selling author, and
franchise owner, David
Busker has helped
hundreds of candidates
navigate the transition
from employee to*

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*entrepreneur. His
insights from leading
and starting various
businesses, as well as a
no-nonsense educational
approach, have endeared
him to candidates*

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seeking franchise

*ownership. With deep
experience in multiple
aspects of business as a
CEO, CFO, CPA, business
owner, startup founder,
and multi-unit*

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*franchisee, Visualize
your future and discover
your inner entrepreneur
today!*

*15 Simple Steps to
Success! This is the
follow-up to the highly*

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*successful The Educated
Franchisee: The How-to
Book for Choosing a
Winning Franchise.*

*Franchise Your Business
The Economics of
Franchising*

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*Proceedings of the 2019
Academy of Marketing
Science (AMS) Annual
Conference
The How-To Book for
Choosing a Winning
Franchise*

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The Franchisee Playbook

Franchising For Dummies

Charting the Path to

Small Business Success

Franchising Globally is first of its kind to
examine franchising both from an
entrepreneurial and from an

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international perspective. The book includes theoretical discussions and practical examples of international franchising as well as both micro and macro studies of franchising environments in different parts of the world.

Celebrated author Rick Bisio has teamed

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up with exceptional co-author Britt Schroeter to bring to you The Franchisee Playbook. This is the follow-up to the highly successful The Educated Franchisee: The Insider's Guide Filled with necessary charts, graphs, formulas, 90+ exercises, and resources as well as helpful advice, The Franchisee Playbook

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includes everything you need to closely examine a franchise system and choose a winning franchise for you. This playbook offers practical exercises to help you: - Analyze if franchise ownership fits your skills and personality.- Identify and target best-in-class franchise systems.- Confidently approach and interview

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franchisees.- Discover if franchisees are making money--and how much.- Evaluate the best financing alternatives.- Obtain hidden knowledge from the Franchise Disclosure Document.- Make a confident decision as to whether the franchise is right for you.Achieve independence and gain entrepreneurial

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confidence--start your own business today! Every tool you need is within these pages. You just have to open the toolbox There is nothing more expensive than ignorance – let The Educated Franchisee serve as your guide for selecting a franchise that meets your needs! For 21st-century entrepreneurs, this book

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provides the practical guidance they need to overcome the often intimidating challenges of starting, organizing, and running a new business effectively and efficiently. * 400 unique evaluative descriptions of print and electronic resources for initial start-up, creating a business plan, management, marketing,

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personnel and HR, and competitive analysis * Screenshots of important and useful web pages * A glossary of relevant terms and acronyms * An index provides access by author, title, subject, and webpage

Know the Costs Or Pay the Price
A Step-by-Step Manual for Choosing a

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Winning Franchise

Marketing Opportunities and Challenges
in a Changing Global Marketplace

Franchise Management For Dummies

Management and Governance of
Networks

Everything You Need to Know About
Buying a Franchise

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Innovation, Learning and Imitation

THE INSIDER'S GUIDE TO
BUYING, OWNING AND
OPERATING A FRANCHISE.

Prepping you for what it takes to
succeed in franchising, franchise
experts Joe Mathews, Don DeBolt

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and Deb Percival deliver an insider's view of how franchising works, imparting real-world tactics and strategies, and empowering you to decide if franchising is for you. Street Smart Franchising is the kind of book I wish every one of our

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current and prospective franchisees would take the time to read. It beautifully captures the challenges of owning and operating a franchise business along with practical guidance on how to make it work. Anyone considering a franchise

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investment will make a better investment decision by reading this down-to-earth self help book. Don't miss it!" -- David McKinnon, chairman/CEO, Service Brands International: Molly Maid, 1-800 Dryclean, Mr. Handyman, Ductz

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"Twenty-five years ago when I became a franchisee of the Great American Cookie Company, this book would have saved me a world of grief. Street Smart Franchising lays it out. No sugar coating. It's a realistic guide on how to make one

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the most important decisions of your life." -- Lawrence (Doc) Cohen, past chairman, International Franchise Association, franchisee of 21 units - Great American Cookie Company, Pretzel Time, and Coffee Beanery.
"At the International Franchise

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Association, we were privy to all the fine books on franchising. What's truly unique about Street Smart Franchising is the carefully crafted treatment of how emotions and behavior influence success. It's another must read for any

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prospective franchisee--good stuff for folks who have been in the business a while too." -- Matt Shay, past president, International Franchise Association Joe Mathews has held management roles with such national chains as Subway, Blimpie,

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Motophoto and the Entrepreneur's Source. Don DeBolt is a former president of the International Franchise Association. Deb Percival works in franchise development. Hundreds of potential entrepreneurs investigate franchising every year,

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but this enormous business opportunity remains hugely misunderstood. Franchising: Pathway to Wealth Creation delivers that guidance, from start to finish. This proven, popular reference has been completely updated to better

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guide readers through the current franchise environment. Real-life examples of both service- and product-oriented franchises and useful checklists prevent mistakes and save time and money. Contact information for state and federal

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franchising regulatory agencies and a listing of useful publications guide new franchisees to the resources they need.

Experienced franchisees and franchisors tell entrepreneurs what they need to know before they buy a

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franchise. Second edition includes a sample copy of the entire UFOC plus 40% new and updated examples. This straight-shooting franchise guide goes beyond the "how to" to teach potential franchisees what to expect when starting a franchise.

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Real life stories from the trenches illustrate how to cope with the difficulties a franchise presents. The author reveals the personality types most likely to succeed at franchising, and identifies entrepreneurial traits that may increase risk of failure.

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Plus, it takes an in-depth look at the research and investigation of a franchise, something glossed over in most franchise books.

Hire Yourself

Franchise Vision

Control Your Own Destiny Through

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Franchise Ownership

Franchising Globally

Buying a Franchise in Canada

The Complete Idiot's Guide to
Franchising

Pathway to Wealth Creation

This book was written with the

would-be franchisor in mind. It delves deeply into such topics as preparing to become a franchisor, the legal repercussions of franchising, how to recruit the right candidates, and how to

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manage a franchise system.

***This book will guide you in
building a successful team of
experts to help you create the
stellar franchise brand that
you dream of!***

According to the U.S.

***Department of Commerce,
buying a franchise is the
average person's most viable
avenue to owning a business.
As a successful small-
business owner, franchising
your existing business plan to***

others is perhaps your fastest way to growth and enormous profits. This brand new comprehensive “bible” details everything you need to know about this popular method to business ownership or

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business expansion. This book will be a great resource for both prospective franchisees and franchisors as it explains in detail what the franchise system entails and the precise benefits it offers to

both parties. You will learn franchising advantages and disadvantages, how to develop or purchase a winning concept, how to choose a business franchise that fits your personal style and

financial goals, how to develop forecasts and budgets, and how to estimate start-up costs. The book also covers managing daily operations, attracting and keeping customers, hiring

***employees and training staff,
securing financing, legal
agreements, offerings,
markets, real estate, cost
control, marketing,
international franchising, as
well as federal and state***

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***franchise regulations. Ensure
friendly franchisor/franchisee
relationships and build a
fortune franchising your own
business concept.
Helping ambitious
entrepreneurs fulfill their***

***dreams. For the last 35 years,
franchising has created more
small business jobs than any
other economic engine in the
world. Now, one of the
industry's foremost
authorities reveals everything***

aspiring entrepreneurs need to know in order to profit from this growing industry, including how franchising works, how to select a specific franchise, how to get financing, how to become a

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***franchiser, and much, much
more. • Franchising in
America is approaching a
trillion dollar business, with
nearly one half of every retail
dollar spent in a franchise
store • Industry continues to***

***experience double-digit
growth year after year*** •

***There are approximately 1,500
franchisers that are
responsible for nearly 400,000
sites that employ 8 million
people and create 170,000 new***

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***jobs a year Â• The pool of
potential franchisees is
unlimited Â• Author is one of
the top names in franchising
This book is essential reading
for anyone thinking about
taking over an existing***

business. Tony Wilson will help you choose a franchise that's right for you, understand your franchise agreement inside and out, and negotiate the best deal. This book will give you a better

understanding of the legal issues and help you to spot problem areas. In an easy-to-understand manner, the author shows you how to negotiate an agreement with a franchisor and develop a

profitable relationship. The author takes you step-by-step through a franchise agreement so you can spot the potential benefits and drawbacks. Tony Wilson is a franchise lawyer and considered one of the

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***foremost experts on
franchising in Canada. He has
written this book in a manner
that offers you practical and
common-sense advice you
can use. The book contains
many real-life examples taken***

from the author's experiences representing franchisees. It will answer your questions about franchising, saving you time and money in lawyer's fees. The book answers the following questions: * What

***parts of a franchise agreement
are negotiable? How protected
is a “protected” territory? *
How can you discover the
status of the franchisor’s trade-
marks? * Who will control the
lease for the franchised***

***location? * How easy will it be
for the franchisee to resell or
renew the franchised
business?***

***Game-Changing Steps to
Becoming a Thriving
Franchise Superstar***

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***Handbook of Research on
Franchising
The Value Equation
How to Buy a Franchise or
Franchise Your Own Business
The Franchisee Workbook
Brick & Mortar Franchise***

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Success

**You are the CEO of your
life, and it's time to lead.
Prepare yourself for your
next job, promotion, raise,
wage negotiation, or**

business by understanding where your value comes from and how you can maximize it. In this book you will discover: - How you can uncover and develop your skills and aptitudes. -

**How you can get paid top-dollar for your skill set. -
How you can create opportunities instead of relying on luck - How you can move your life forward with confidence. Do you**

**feel your life is stalled out
or stuck? Are you in a life
transition and looking for
clarity on which direction
your life should go? Or do
you just want to know how
to get the most money**

possible from the endless hours you pour into your work? If so, The Value Equation was written for you. "Without exaggerating it was beautifully simple, impactful, and provided

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**clarity in my business and
personal life." - Steven
Eugene Kuhn, International
Speaker, Entrepreneur, and
author of the book Unleash
Your Humble Alpha "Joel
has laid out an incredible**

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Franchise For You, 3rd Edition

**roadmap to career
progression I believe
anyone can follow. It's hard
to imagine someone who is
facing a life crossroad that
won't benefit from reading
this book." - Tom Antion,**

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**Founder, Internet
Marketing Training Center
"The Educated Franchisee"
will show you: -How to find
a franchise that is right for
you -How owning a
franchise can create wealth**

**-Where to find quality
franchisors -What qualities
franchisors look for -How to
gather information from
franchisees -How to make
sure the franchise makes
money -How to confidently**

select the best franchise
-The five keys to success in
owning a franchise
Buying a franchise may be
the road to financial
independence but only if
you can find a great

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**franchise that is a great 'fit'
for you. In the past decade
I've spoken with many
people who say they no
longer want to work for
someone else. They're tired
of the uncertainty that**

goes along with corporate jobs and of creating financial rewards for others. These are people who want to be in control of their future. Contrary to the thinking of some, being

**a successful franchise
owner requires a lot more
than just plopping down a
pile of money and waiting
for the profits to roll in. I
know many franchise
owners; some are**

extremely successful while others struggle. In most cases the difference between the two groups is not due to the skill or dedication of the owner, but his/her 'fit' with the

franchise system. During my years as both an owner and broker of franchised businesses, I'm frequently asked how to find a great 'fitting' franchise. Without realizing it I developed

**rules that help guide my
clients to find that great
'fit.**

**This proceedings volume
explores marketing
opportunities and
challenges that exist in the**

**current, fast-changing
landscape of the global
marketplace. Current global
issues such as the rising
middle class in emerging
markets, disruptive
technological**

**breakthroughs, big data
analytics, changing
consumer habits and
concerns over national
trade policies have
renewed ethical concerns
around consumer privacy**

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**and the tools companies
use to operate, market to,
connect and build a
relationship with their
customers. Featuring the
full proceedings from the
2019 Academy of Marketing**

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**Science (AMS) Annual
Conference held in
Vancouver, Canada, this
book explores and assess
the rate of change that
drives companies to
evaluate and adapt their**

**marketing strategies to
remain competitive.**

**Founded in 1971, the
Academy of Marketing
Science is an international
organization dedicated to
promoting timely**

**explorations of phenomena
related to the science of
marketing in theory,
research, and practice.
Among its services to
members and the
community at large, the**

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**Academy offers
conferences, congresses,
and symposia that attract
delegates from around the
world. Presentations from
these events are published
in this Proceedings series,**

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**which offers a
comprehensive archive of
volumes reflecting the
evolution of the field.
Volumes deliver cutting-
edge research and insights,
complementing the**

Academy's flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review (AMSR). Volumes are edited by leading scholars and practitioners

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**across a wide range of
subject areas in marketing
science.**

**The Wealthy Franchisee
A Consumer Guide to
Buying a Franchise
Franchising, Cooperatives,**

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**and Strategic Alliances
How and Why to Franchise
Your Business
Become a Franchise Owner!
Online Education Business
? = \$**

Written by the late Dave Thomas,

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the widely known founder of Wendy's, and franchising consultant Michael Seid, this is a comprehensive and reliable resource for anyone interested in purchasing a franchise.

'The Educated Franchisee" 3rd

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edition provides the reader with insider's knowledge on how to identify and dissect a franchise system that is a perfect fit for them.

WINNER • 2021 PULITZER PRIZE
IN HISTORY Winner • 2022

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James Beard Foundation Book
Award [Writing] The “stunning”
(David W. Blight) untold history
of how fast food became one of
the greatest generators of black
wealth in America. Just as The
Color of Law provided a vital

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understanding of redlining and racial segregation, Marcia Chatelain's Franchise investigates the complex interrelationship between black communities and America's largest, most popular fast food

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chain. Taking us from the first McDonald's drive-in in San Bernardino to the franchise on Florissant Avenue in Ferguson, Missouri, in the summer of 2014, Chatelain shows how fast food is a source of both

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power—economic and political—and despair for African Americans. As she contends, fast food is, more than ever before, a key battlefield in the fight for racial justice.

This book highlights cutting-

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edge research in the economics and management of networks as an interdisciplinary field, offering new theoretical, empirical and practical perspectives on the management, governance, ownership and control of

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cooperatives, franchising
networks and strategic alliances.
Further, it presents a strategic
group perspective on franchisers
and discusses both social
entrepreneurship issues in
franchising and franchising

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strategies for Indigenous entrepreneurship in Australia. Lastly, it offers a dynamic capabilities approach to alliance portfolio management and analyses the antecedents of the transitions taking place in the

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lifecycles of alliances.

Franchise Bible

Transform Your Future Through
Franchise Ownership

How to Find a Great Franchise
That Fits Your Goals, Skills and
Budget

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Step-by-Step Startup Guide
Franchising

The Franchise Rules

What You Really Need to Know
Before You Buy

***"The franchise agreement
is the document that***

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establishes the franchise relationship. This business relationship is characterized by a franchisor granting a franchisee a temporary or time- limited right to use

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*the franchisor's system
and trademarks to conduct
business. Because there is
no 'one size fits all'
template for drafting a
franchise agreement, this
must-have resource*

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*provides proven guidance
on the core issues covered
by a well-drafted
agreement and how to
carefully analyze the many
considerations
involved."*--

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*The definitive A-to-Z
guide to researching,
selecting, and starting a
viable franchise business
With more and more
professionals looking for
alternatives to*

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Franchise For You, 3rd Edition

*traditional corporate
employment, Become a
Franchise Owner! informs
would-be franchise owners
of the joys and perils of
purchasing a franchise.
Authored by a trusted,*

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*feisty, tell-it-how-it-is
independent franchise
industry insider, this
book offers
straightforward, step-by-
step tips and advice on
how to properly (and*

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*carefully) research and
select a franchise
business. Get tips on how
to locate information
about franchises, current
industry trends,
interviews with*

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*franchisors, and hot
franchise opportunities.
Offers a self-evaluation
to discover if you are
"franchise material"
Describes how to choose
the right franchise for*

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your specific situation

Lists the 40 crucial

questions to ask current

franchise owners Owning a

franchise isn't for

everyone; in fact, as Joel

Libava says, "it's really

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*not for most people." But
if it is for you, this
book can guide you in
starting your own
successful franchise
business.*

The secret to owning the

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*right franchise business
is no secret if you
understand what it takes
to succeed. The single
most important factor is
preparation. This book
will help with your*

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preparation. Designed to help busy professionals understand and apply the concepts and methodologies essential to accurate franchise analysis, this workbook enables readers

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*to test their knowledge
and comprehension of the
tools and techniques
described in the The
Franchise MBA before
putting them to use in
real world situations.*

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*This informative study
guide contains carefully
constructed exercises with
detailed solutions, as
well as specific learning
outcomes and franchise
component overviews.*

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*Internationally renowned
franchise authority and
author Nick Neonakis
presents a personal hands-
on companion to the
landmark book The
Franchise MBA - Mastering*

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*the Four Essential Steps
to Owning a Franchise,
which has become a guide
book for individuals,
families, and businesses
around the world. The
success of his principle-*

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*centered philosophy of
investigating franchise
business is based upon his
years of real world
franchise experience. Now,
with The Franchise MBA
Workbook, you can further*

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*explore and understand
this tried-and-true
approach to finding the
perfect franchise through
a wide range of thought
provoking exercises. With
the same clarity and*

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*assurance Neonakis' fans
have come to appreciate,
this individualized
workbook helps readers to
fully internalize the 4
Steps approach to finding
the ideal franchise*

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*through private and
thought-provoking
exercises, whether they
have owned a franchise or
not. This workbook offers
solutions to both personal
and professional questions*

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*by promoting and teaching
emotional intelligence,
integrity, financial
honesty, and goal setting.
An engaging companion to
the renowned classic, The
Franchise MBA Workbook*

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*will help readers set
goals, understand
franchising, and create a
path to self-sufficient
independence.*

*Written specifically to
help lawyers and non-*

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*lawyers brush up on
franchise law, this
respected publication -
now in its fourth edition
- is charged with useful
definitions, practical
tips, and expert advice*

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*from experienced franchise
law practitioners. This
practical guide examines
franchise law from a wide-
range of experiences and
viewpoints. Each chapter
is written by two*

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*experienced practitioners
to provide a well-rounded
guide to the fundamentals
of franchise law and key
issues in the practice,
including trademark law;
structuring the franchise*

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*relationship; disclosure
issues; registration;
franchise relationship
laws; antitrust law;
counseling franchisees;
and more.*

The Franchise MBA Workbook

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*Street Smart Franchising:
A Must Read Before You Buy
a Franchise!
The Secret To All Things
Franchising
A Complete Guide to All
Aspects of Buying, Selling*

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*Or Investing in a
Franchise*

The Franchisee Handbook

Introduction to

Franchising

The Start-Up Guide to

Lowering Risk, Making

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*Money, and Owning What you
Do*

The investment required to license a franchise is a substantial sum.

The results can be tremendously lucrative, providing both financial and professional independence, but

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there are also plenty of potential pitfalls. Better Business Bureau 's Buying a Franchise: Insider's Guide to Success is packed with essential information, including worksheets, checklists, and charts. Experienced entrepreneurs from the Better

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Business Bureau guide investors from selecting a franchise to negotiating a contract to techniques for managing a profitable business.

McDonalds, Sonic, Subway, Dairy Queen, Circle K, Piggly Wiggly—all

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well-known franchises in America and beyond. You've probably sometimes wondered how so many of them could exist, how they manage to stay in business, and how they continue to thrive. Maybe you've even thought about running

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one of your own, but didn't know where to begin. Well, now you do, thanks to Running a Franchise For Dummies. Pick the perfect franchise for you Create marketing plans and branding for your new franchise Understand all of the

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complex legal issues surrounding
the ownership of a franchise
Uncover the secrets to continued
success and future expansion
Running a Franchise for Dummies
is a clear and concise guide for
anyone who wants to be their own

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boss and stand on the shoulders of franchise giants both big and small. In this essential guide to franchising, 20 successful franchisors, franchisee and franchising experts candidly share their stories, strategies and insights

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for finding the right franchise, starting, building and growing a profitable and sustainable franchise business. Franchise business opportunities are found in every industry you can possibly imagine. There are thousands of

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brands with another 300+ each year to choose from.No matter what your background, skills, passion or what you want your lifestyle and legacy to look like, there is a franchise for you.Are you seeking an alternative to the high-

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stakes, high-stress, rat race of corporate America? Many of those exiting their corporate careers are choosing a different direction. Owning a franchise has given many the option of designing their life instead of just making a living. The

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franchise business model has allowed thousands of "average" people to escape the 9-5, generate wealth and live life on their terms. If you have always wanted to own your own business but just didn't know where to begin, this book will

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give you an insight into how plugging into a franchise will help you achieve your dream. Transform your future through franchise ownership by reaching out to our expert contributing authors. They will share how you can be in

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business for yourself but not by
yourself.

I spent several years as a business
broker and sold many franchises.
I've given advice to franchisors,
helped existing franchisees sell
their business and helped people

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buy new franchise locations. There is a myth in the world that buying a franchise is the easy way to business success. This is far from the truth. In this book I share what I've learned over the years. There are stories of real people and real

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experiences. The book is called Franchise Warnings because it is filled with information that you need to know before you invest your money into a franchise business.

Buying a Franchise

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Find the Right Franchise for You
Fundamentals of Franchising
A Step-by-step Manual for
Choosing a Winning Franchise
The Guide to Employing the
Greatest Growth Strategy Ever
The Annotated Franchise

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Agreement

The Educated Franchisee
The Educated Franchisee
*The How-to Book for Choosing a
Winning Franchise*
Hillcrest
Publishing Group
This 2005 book describes in

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much detail both how and why franchising works. It also analyses the economic tensions that contribute to conflict in the franchisor-franchisee relationship. The treatment includes a great deal of

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*empirical evidence on
franchising, its importance in
various segments of the
economy, the terms of franchise
contracts and what we know
about how all these have
evolved over time, especially in*

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*the US market. A good many
myths are dispelled in the
process. The economic analysis
of the franchisor-franchisee
relationship begins with the
observation that for franchisors,
franchising is a contractual*

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*alternative to vertical
integration. Subsequently, the
tensions that arise between a
franchisor and its franchisees,
who in fact are owners of
independent businesses, are
examined in turn. In particular*

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the authors discuss issues related to product quality control, tying arrangements, pricing, location and territories, advertising, and termination and renewals.

Franchising is one of the major

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*engines of business expansion
and job creation globally. The
Handbook of Research on
Franchising offers new insights
into entrepreneurial behavior,
organizational forms, regulation,
internationalization, and other*

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contemporary issues relating to this dynamic business strategy. The Handbook challenges both practitioners and scholars to give attention to the conclusions of scholarly research on this business model. Practitioners

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*can benefit from the results of
high quality scientific research,
and scholars can find exciting
opportunities for contributing to
the body of knowledge of a
subject that has not received
sufficient attention in*

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educational institutions.

Take Your Business from

Average to Extraordinary The

Wealthy Franchisee pulls

concepts from cognitive

behavioral therapy, brain

science, interviews, and Scott

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Greenberg's firsthand experience as a franchisee to help readers replicate the mental habits, tactics, and financial results of high-performing franchisees. As a franchising consultant, Scott

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Greenberg has helped franchise owners and franchisees improve their performance. Readers will learn how to: Explore their own mental responses and become more self-aware Bring out the best in employees and build

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*superstar teams Dazzle
customers and increase sales
with emotionally satisfying
experiences Optimize the
human elements of their
operation so they can grow into
a next-level enterprise and*

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become wealthy

Street Smart Franchising

*The How-to Book for Choosing a
Winning Franchise*

*Franchise: The Golden Arches in
Black America*

The Entrepreneur's Information

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Sourcebook

*The Franchise Investor's
Handbook*

*Mastering the 4 Essential Steps
to Owning a Franchise*

*How Franchising is the Secret to
a Life of Passion, Purpose and*

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Prosperity

**Franchise Your Growth Expert
franchise consultant Mark
Siebert delivers the ultimate how-
to guide to employing the
greatest growth strategy
ever—franchising. Siebert tells**

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you what to expect, how to move forward, and avoid costly mistakes as he imparts decades of experience, insights, and practical advice to help grow your business exponentially through franchising. Learn how

**to: Evaluate your existing
businesses for franchisability
Identify the advantages and
disadvantages of franchising
Develop a business plan for
growth on steroids Evaluate
legal risk, obtain necessary**

**documents, and protect
intellectual property Create
marketing plans, build lead
generation, and branding for a
new franchise Cultivate the
franchisee-franchisor
relationship**

Franchising is the fastest-growing method of conducting business in the world. Why? Because it works! But don't be fooled - success isn't guaranteed. Over the course of a few decades in development,

I've seen millions of dollars wasted on fixing problems that, in many instances, could have been avoided altogether. Like most business owners, your primary goal is to operate a successful business. You can't

actually do that until your location opens. While you may know a little bit about a lot of things, the devil is in the details. When you don't know what you don't know, especially when it comes to leasing space and

building new locations, you could be in for a long, rough ride. The reality of how much you don't know (and what can happen next!) can be all-consuming. Enthusiasm, persistence, and dogged

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determination won't be enough to save you. Do not, Do Not, DO NOT sign a lease without reading this book! Once a lease is executed, you are 'officially' a business owner - even if your new location never actually

opens! A lot of professionals with years of business experience assure themselves that there isn't any part of the building process that they either don't know or can't figure out. What they don't take into

account is the additional time that ticks away while they learn the ropes - and make costly mistakes in the process. No matter how much business experience and success you have had in past roles, if you are

not well versed in all that is involved in getting your new location open, failure will find you! Building new locations hasn't changed much over the years. Because it happens thousands of times a day across

the country, it's easy to adopt the mindset of, "I can figure this out." The truth is that you CAN figure it out - but how much will you spend or forego in the process? Ignorance isn't bliss - it's EXPENSIVE! Failure is not an

option - until it happens! Then what? The purpose of this book is to take the guesswork out of the entire development process so you know exactly what it takes to get your new location open in the least amount of time,

for the best overall price and, more important than anything else, without making costly mistakes in the process.

Whether you are an independent business owner or a franchisee, if you have plans to lease space

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**to build your first (or your next)
location, the book you're holding
in your hands will become one of
the most valuable investments
you can make! To your
success...**

Franchise Warnings