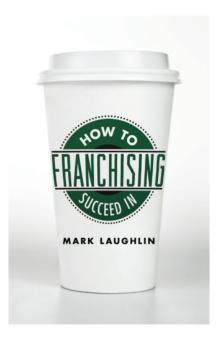
!BEST How to Succeed in Franchising PDF



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At some point in their lives, most people think about going into business for themselves. For these people, franchises can provide a unique opportunity. With approximately 3,000 franchises in more than seventy categories spread out across the USA, navigating that playing field can be intimidating. That's why you need How to Succeed in Franchising. In clear, concise language it will show you how to run your own business by leveraging the power of franchises. Author Mark Laughlin has decades of experience in the franchising industry, and he shares his practical, savvy insights on topics ranging from self-assessment, financial requirements, choosing the right franchise, the application process, and finally how to get your business up and running. Filled with expert inside advice, this is book is like having a private session with one of the nation's most respected franchise consultants. It's a must-read for budding entrepreneurs and those who want to take control of their own business destiny.

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