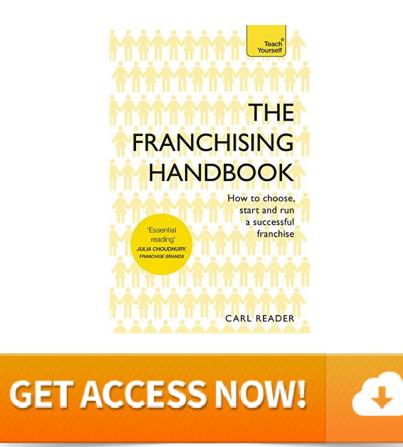
FREE The Franchising Handbook: How to Choose, Start & Run a Successful Franchise (Teach Yourself) PDF



FREE The Franchising Handbook: How to Choose, Start & Run a Successful

Franchise (Teach Yourself) by by By Carl Reader

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Most small business books focus on what it takes to start a small business, and not what it takes to start a franchise. At best, these books might allocate a single chapter to the concept of franchising, and at worst the author presumes that franchises are the same as any other business start-up. The world of franchising has its own nuances, and advice that works for 99% of start-ups would not apply to franchising. In fact, well-meaning advice can often be detrimental to potential franchisees. This book is focused on making sure that potential franchisees are aware of the specific journey ahead of them. As franchising is a two-way business arrangement, it includes exactly what franchisors are looking for, what can or cannot be negotiated with a franchisor, and how best to present yourself to ensure that you win the franchise you want.

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