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Read by *by Lawrence Bradley*

## **FREE Franchising - The Naked Truth: The One Franchising Book You Must Read PDF**

### **FREE Franchising - The Naked Truth: The One Franchising Book You Must Read by by Lawrence Bradley**

This book contains the topics about which no one is going to advise you beforehand, not franchise attorneys or franchise consultants, and certainly not franchisors. Look at it this way – you purchased this book for a few dollars, maybe you even got it for free. It will take only a few hours to read and comprehend. The cost of this book to me was half a million dollars and a few years of my life. Had I been privy to this information before entering into my franchise investment, I likely could have mitigated several hundred thousand dollars of that loss. The investment you make in your franchise may or may not end up being worth it. I can guarantee you that this book will be worth it. I should add a few words about what this book is not. This book is not intended to be an A to Z guide to franchising, a bottom up summation of everything you need to know. It is also not a highly specific instructional on how to negotiate a franchise contract or perform due diligence and evaluate specific opportunities. There are plenty of book like that out there and they may or may not be valuable for you. This book is what happened to me and what I learned from it. I believe my experience was not uncommon and hope that by sharing it I can help others avoid a similar setback.

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