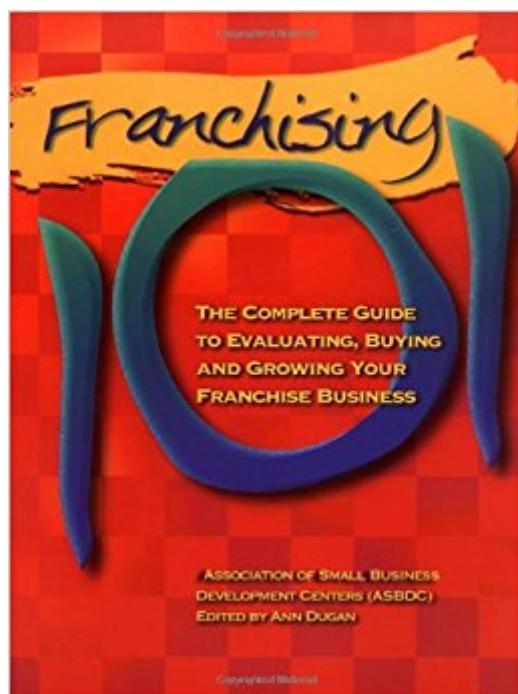


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# Franchising 101: The Complete Guide To Evaluating, Buying And Growing Your Franchise Business



## **Synopsis**

This new, definitive guide provides clear, concise explanations of the issues involved in finding, buying and ultimately operating and growing a successful franchise business.

## **Book Information**

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## **Customer Reviews**

While this is not a recent publication it is the best out there. It is well written. It was created by the Association of Small Business Centers which is an important resource for anyone considering launching a small business for the first time.

We ordered this book for our SBDC program and find it very helpful and exactly what we wanted and expected.

I have read 4 different books on franchising and would definitely consider this one the best!

I guess it is okay, I have not taken it out of the package, since I am not going to buy into a Franchise at this time.

Upon embarking on an endeavor to purchase a franchise business with my wife, we realized we knew nothing about where to start. We decided to start at the bookstore and purchase a book on franchising. We chose Franchising 101 because it appeared to be laid out in a format that was easy

to read and follow -- we were right! This book has become our bible every step of the way. From analyzing the opportunity to digesting the UFOC, every question we have stumbled across has been answered by this book. In addition to the valuable information provided, we actually found our franchise attorney by contacting one of the contributing authors. Franchising 101 leaves no stone unturned in looking at this very important life decision. It is a MUST READ for anyone considering the purchase of a franchise business.

I happen to know Ann Dugan and I reviewed her orginal book published in 1987 not 1989 as the previous reviewer wrote. The orginal book was written by Ms Dugan alone and did not include the co-authors of this book. All co-authors were given recognition throughout the book. The orginal book was published locally and not widely distributed. Some of the material of the original book is included in Franchising 101 but has been updated. As a consultant in this field I have recommended this book to many potential franchisees as it is the only guide that provides a one stop overview of the entire process from selection to purchase to actual running of a franchise unit.. It is easy to read in a format that makes it highly useful for those entering the franchising process

I am one of the authors of this book. I am also a franchisor with 140units operating in 90 cities in 4 countries. A lot of knowledge from a number of seasoned industry veterans went into this book. It is a must read for anyone considering buying a franchise. I give it to all franchise owners of my franchise system....If you do not buy this book and do buy a franchise you will be at a tremendous disadvantage and will make obvious mistakes that will cost you both time and money. After reading this book you may discover that franchising isn't for you. You may decide the risk is too great. You may discover that you are safer staying in corporate America. You may have wondered why you didn't take the plunge sooner. It goes into pitfalls of franchising as well as the tremendous advantages. Either way just rememeber I told you so.Lance

My husband and I are considering opening a franchise. Although we have business experience, neither of us have ever actually managed a retail store or food service establishment. We certainly had never negotiated a lease or franchise agreement. This book points out a lot of details that will help you protect yourself when negotiating with a landlord or franchisor. It also gets you to think about whether you are a good fit for this type of lifestyle and are you reviewing an appropriate territory for your business. I checked this book out at the library and now I am buying a copy so I can highlight it, make notes and such.

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