



Franchising For Dummies (2nd Revised edition)

By Michael Seid, Dave Thomas

John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, Franchising For Dummies (2nd Revised edition), Michael Seid, Dave Thomas, If you want to own your business but don't want to start from scratch, maybe buying into a franchise is the right choice for you! Franchising can be a great way to get started in small business without taking the huge risk of founding and building a company on your own. But before you jump in there's plenty you need to know in order to make sure you do it right. Franchising For Dummies, Second Edition gives you all the inside insight and smart advice to make sure you pick the right investment opportunity and make the most of it. Written by one of the nation's leading franchise consultants and by the late Dave Thomas, founder of Wendy's International, this fun, friendly guide is packed with guidance from top industry professionals. Packed with practical resources you need to succeed, this handy guide will help you: * Pick the perfect franchise opportunity for you * Find an ideal location * Raise the capital you need to launch your franchise * Manage daily business operations * Understand complex legal issues *...



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