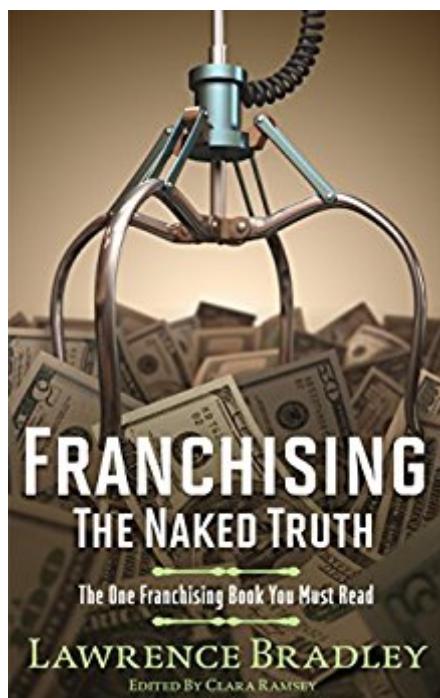


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Franchising - The Naked Truth: The One Franchising Book You Must Read



Synopsis

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 books 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.

Book Information

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Customer Reviews

This is a great source of information for the potential franchisee. The writing is clear, concise and direct, laying bare the realities of an industry that is very prevalent but not widely understood by the

layperson. The author explains in simple terms the many traps for the unwary that he was experienced firsthand in the before, during and after of the franchisee experience so that the reader may avoid them. Highly recommend!

Great book. As a small business owner, I have considered franchising, but wanted to do research in advance. This is an excellent read, helping potential franchisees to understand the inner workings of the franchise business before investing. I'm glad I downloaded this book.

This "book" is a joke. It's more like a pamphlet. I'll save you the \$10 - do your research; understand the risks; don't be stupid; and don't trust anyone except your own lawyers and accountants.

Have not been a business owner but gives perspective of what is needed to be one. Sure good to read about someone who has gone that route and I will learn from this if I ever become a franchise owner.

This is a very short read with good advice built on personal experience with a failed franchise. Everyone thinking of buying into a franchise should take a few minutes to read it.

Quick read and to the point. A lot of very good information here.

Definite read for those considering the investment!

Interesting read!

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