



What No One Ever Tells You About Franchising: Real-Life Franchising Advice from 101 Successful Franchisors and Franchisees

Jan Norman

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This is a must have for the thousands of business owners who want to franchise their concepts, and for the thousands of buyers longing to purchase a franchise. Jan Norman, journalist and expert in entrepreneurship, gives readers a look at franchising from the trenches. Readers learn firsthand from 101 successful franchisors, franchisees and experts a wealth of recommendations for making their dreams of franchising a reality. Unlike academic texts or strictly how-to manuals on the subject, Normans book combines practical techniques with an abundance of tips and anecdotes from entrepreneurs.

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