



Street Smart Franchising

Joe Mathews, Don DeBolt, Deb Percival

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The truth you need to know before you buy a franchise

This straight-shooting franchise guide goes beyond the “how-to” to teach you what to expect when starting a franchise. Real-life stories from the trenches illustrate to you how to cope with the difficulties a franchise presents. *Smart Franchising* reveals the personality types most likely to succeed at franchising and warns you about the character traits that may increase the risk of failure. Plus, it offers an in-depth look at what happens during the research and investigation of a franchise, something glossed over in most franchise books.

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