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Franchise Management For Dummies For  
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Sheet By Michael Seid, Dave Thomas If  
you ' re starting a franchise, you ' ll want to  
study your franchise agreement and  
understand the laws that protect both you  
and the franchisor. Once your franchise is  
running, make sure you network with not  
only your franchisor but others for fresh  
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Franchise Management For Dummies |  
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Franchise Management For Dummies.  
Michael H. Seid, Joyce Mazero. ISBN:  
978-1-119-33728-7. 432 pages. April 2017.  
Description. Pick the perfect franchise  
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or social franchisor; Must-have training and  
legal information online; Buy, own, and  
operate a franchise.

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Franchising is, in a word, a license. It is a system for independently owned businesses to share a common brand, distribute products and services, and expand. It ' s a contractual relationship between a brand owner (the franchisor) and an independent local business owner (the franchisee).

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What Is a Franchise? - dummies  
Michael H. Seid and Joyce Mazero's  
"Franchise Management For Dummies" isn't  
for dummies. It is a realistic and detailed in  
its information that goes into franchise  
management. It is a compliment when I say  
that after reading it, I had a new appreciation  
for franchisees.

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## Management For Dummies

franchises available today are business format opportunities. Business format franchises, on the other hand, not only use a franchisor ' s product, service and trade-mark, but also the complete method to conduct the business itself, such as the marketing plan and operations manuals. Business format franchises are the most common type of franchise.

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Intro to Franchising (B/W) - UNSD —  
Welcome to UNSD

In Franchising For Dummies, author Michael Seid, combining the wisdom of the late Dave Thomas with his own expertise, guides you through the choices you'll face — from finding the right franchisor and ideal location to managing everyday operations. all this on the CD-ROM Over view of franchise legal issues Sample forms



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Franchising For Dummies: Seid, Michael  
H., Thomas, Dave ...

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Franchise Management For Dummies by  
Michael H. Seid, Joyce ...

Franchising For Dummies was written by  
Michael Seid, Managing Director of MSA,  
and the late Dave Thomas, founder of  
Wendy's International, as a primer for  
prospective and current franchisors and

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franchisees. It does not replace the need for professional business and legal advisors, but provides a solid grounding in the world of franchising that will make readers better decision-makers, business managers, and operators.

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"For Dummies" Books - Michael H. Seid -  
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America and beyond. You've probably  
sometimes wondered how so many of them  
could exist, how they manage to stay in  
business, and how they continue to thrive.

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Franchise Management For Dummies is a clear and concise guide for anyone who wants to be their own boss and stand on the shoulders of franchise giants both big and small. McDonald ' s, Sonic, Subway, Dairy Queen, Circle K, Piggly Wiggly—all well-known franchises in America and beyond.

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probably sometimes wondered how so many of them could exist, how they manage to stay in business, and how they continue to thrive.

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Negotiating For Dummies by Michael C. Donaldson, Paperback ...

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