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Título: Franchise Times: Guide To Selecting, Buying And Owning a Franchise

Autor: Bennet, Julie

Precio: \$210.60

Editorial:

Año: 2008

Tema:

Edición: 1ª

Sinopsis

ISBN: 9781402743931

Buying a franchise can be a handy shortcut to the American dream of owning your own business. But there are dangerous pitfalls_and possible drawbacks to even the best franchise deals. Here, for every prospective franchisee, is authoritative advice from a trustworthy source. The experts of Franchise Times offer their picks of the top 200 franchises and 100 up-and-comers, complete with contact information, financial requirements, fees, and more. There are practical tips on everything from hiring and marketing to financing your franchise, leasing a retail space (or setting up a home office), and deciding if you should buy or run a franchise with your spouse. With anecdotes and advice from current franchisees and franchisors, this is a book every would-be entrepreneur should read before signing a contract.