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Franchise Management For Dummies: Seid, Michael H., Mazero ...

Franchise Management For Dummies by Michael H. Seid, 9781119337287, available at Book Depository with free delivery worldwide.

What Is a Franchise? - dummies

Franchise Management for Dummies is written by Michael H. Seid, Managing Director of MSA Worldwide, the leading strategic and tactical advisory firm in franchising, and by Joyce Mazero, a partner and Co-Chair of Gardere's Global Supply Network Industry Practice, internationally recognized and trusted legal advisors dedicated to excellence in franchising.

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Running a Franchise 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. Author Information Michael H. Seid is the founder and Managing Director of MSA Worldwide, the leading strategic and tactical advisory firm in franchising.

Financing and Developmental Benchmarks for Social Franchises

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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). For example, Bright Star Care doesn't "franchise" medical and non-medical home [...]

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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. You've probably wondered how so many

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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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Success of a franchise rides a lot on the people who run it. It is therefore, extremely important to recruit and train the right people. Franchise Management For Dummies will guide franchisees in the right direction and help owners train and retain the right people, and allow their employees to advance their careers.

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Franchise Management For Dummies For

From Franchise Management For Dummies. 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 ideas.

"For Dummies" Books - Michael H. Seid - MSA Worldwide

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We'll review no book before its time, but it's long past time for this one, which came out last year: Franchise Management for Dummies. Co-authored by longtime franchise consultant Michael ...

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Like any other franchise, social franchises need funding to get off the ground. Social franchises use the following sources of capital to help them fulfill their missions: Fees for goods and/or services Individual donations and major gifts Bequests Corporate contributions Foundation grants Diaspora funding Government grants and contracts Debt and equity capital (usually via impact [...])

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