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Franchising for Dummies [With CDROM] by Michael Seid
Franchise Management For Dummies by Michael H. Seid, 9781119337287, available at Book Depository with free delivery worldwide.

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This is the second " " Dummies " book about franchising for Seid, founder and managing director of the franchise consulting and advisory firm MSA Worldwide. In 2006, he co-authored Franchising for ...

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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.

Franchise Management For Dummies Cheat Sheet - dummies
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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Franchising For Dummies For Dummies
Franchise Management For Dummies Cheat Sheet; Cheat Sheet. Franchise Management For Dummies Cheat 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.

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