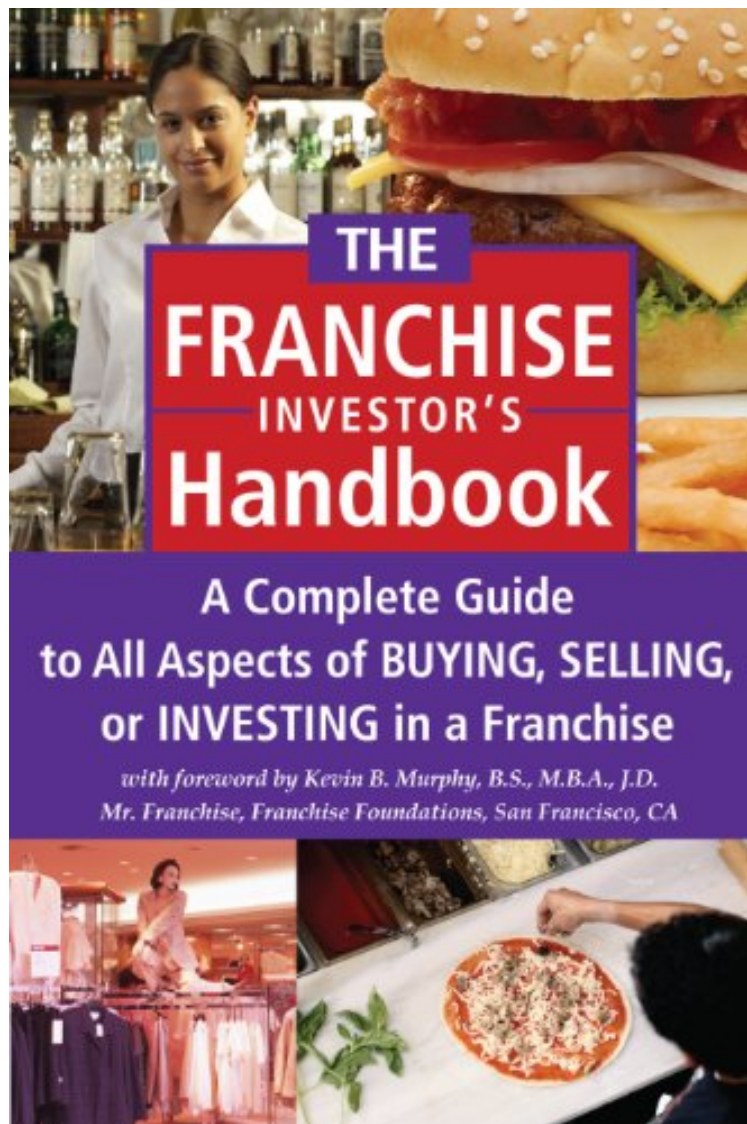


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The Franchise Investor's Handbook: A Complete Guide to All Aspects of Buying Selling or Investing in a Franchise

Kevin B. Murphy

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following review helpful. Can't believe this book was highly rated! By Rob MNI have been doing a lot of reading about franchises and have purchased quite a few books on the subject. The Franchise Handbook was one of the least useful. First of all, it is quite short (288 pages), and is VERY large print with a lot of extra "fluff" like pictures of people that add nothing to the content or value. The book would only be about 227 large-print pages without the "Franchising Resources" and glossary chapters. These two chapters are basically high-level listings that can easily be found on any of the internet's franchising websites for free. Overall the chapters on franchising, planning, and being a franchisee seemed pretty superficial and didn't go into much detail. Another annoying point about the book was that it frequently referred to other high-priced books from Atlantic Publishing (the publisher of this book). While there is a forward by Kevin B. Murphy ("Mr. Franchise"), I could find no mention of an author anywhere in the book. Perhaps it is a poor attempt of a collaborative effort by staffers at Atlantic Publishing. My advice is to buy "Franchising for Dummies" by Michael Seid. It is much more complete and useful, and also includes a CD-ROM with helpful forms and additional information. 0 of 0 people found the following review helpful. Franchising By Sandra Moreno Franchising is very broad, the book offers a basic analysis. Can help to start learning what is behind a franchise.

A great resource for both prospective franchisees and franchisors, this book explains in detail what the franchise system entails and the precise benefits it offers to both parties. You will learn franchising advantages and disadvantages, how to develop or purchase a winning concept, how to choose a business franchise that fits your personal style and financial goals, how to develop forecasts and budgets, and how to estimate startup costs. The book also covers managing daily operations, attracting and keeping customers, hiring employees and training staff, securing financing, legal agreements, offerings, markets, real estate, cost control, marketing, international franchising, as well as federal and state franchise regulations. Atlantic Publishing is a small, independent publishing company based in Ocala, Florida. Founded over twenty years ago in the company president's garage, Atlantic Publishing has grown to become a renowned resource for non-fiction books. Today, over 450 titles are in print covering subjects such as small business, healthy living, management, finance, careers, and real estate. Atlantic Publishing prides itself on producing award winning, high-quality manuals that give readers up-to-date, pertinent information, real-world examples, and case studies with expert advice. Every book has resources, contact information, and web sites of the products or companies discussed. This Atlantic Publishing eBook was professionally written, edited, fact checked, proofed and designed. The print version of this book is 288 pages and you receive exactly the same content. Over the years our books have won dozens of book awards for content, cover design and interior design including the prestigious Benjamin Franklin award for excellence in publishing. We are proud of the high quality of our books and hope you will enjoy this eBook version.

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