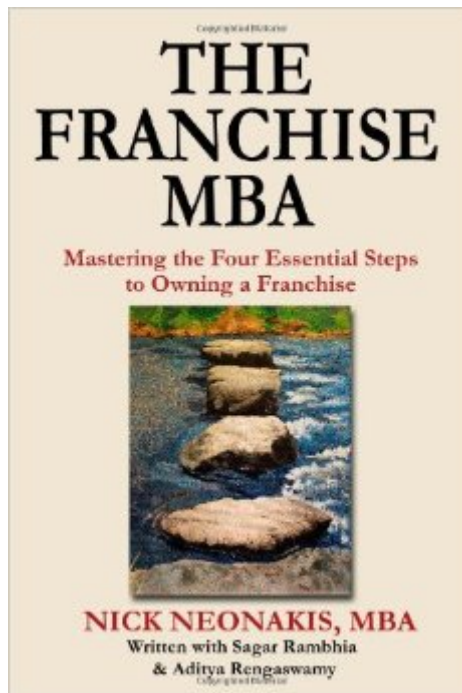


The book was found

The Franchise MBA: Mastering The 4 Essential Steps To Owning A Franchise



Synopsis

This comprehensively researched and deftly written franchise guide brings together experience and fact to give you the tools you need to understand which franchise is right for you. With insights from respected franchise leaders and a thorough understand of franchising, this book will help you understand and master the 4 Critical Steps to finding the Ideal Franchise: 1. The Introspective Self 2. The Franchisor 3. The Franchisees 4. The Legal and Financial

Book Information

Paperback: 238 pages

Publisher: CreateSpace Independent Publishing Platform (May 22, 2013)

Language: English

ISBN-10: 1484958659

ISBN-13: 978-1484958650

Product Dimensions: 6 x 0.6 x 9 inches

Shipping Weight: 14.9 ounces (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 stars [See all reviews](#) (177 customer reviews)

Best Sellers Rank: #57,636 in Books (See Top 100 in Books) #3 in [Books > Business & Money > Small Business & Entrepreneurship > Franchises](#)

Customer Reviews

If you are considering franchise ownership, buy this book to help you through an otherwise complicated journey! I have been in franchising for twenty seven years, and I can tell you, this is the best guide to franchise due diligence that I know of. It provides much needed context and guidance for those navigating a franchise buying process and I recommend it highly.

Like many mid-career professionals, I've often thought about trading my life as an employee of major corporations for a life built around my own business. The Franchise MBA, is the roadmap I needed to guide me through the process of discovering if I really want this. Other things I have read about the franchise model turned me off because they were sales pitches. I am a very analytical person and want to know that every kind of business has pros and cons. Having read this book satisfies my need to know how the model really works, discover if it is for me, and how to get started. I may or may not end up buying a franchise but this book has given me confidence that if I decide to move forward it is with my eyes wide open. I highly recommend it.

Considering the fact that I've been in the franchising industry for over a decade, I didn't think there was a lot more to learn about buying a franchise. But, after reading *The Franchise MBA*, my eyes are now wide-open! This book is an absolute must read for the rookie investor, the novice, as well as the franchise veteran. It provides a very understandable, process-oriented view from the prospective franchisee's shoes, as well as an accurate account from some of the best minds in the industry. I would highly recommend this book!

As a first edition, there were some gaps. I think the strongest sections of this book are in Steps 2 to 4. Which is really the core, to adequately prepare you to own a franchise. Step/Rock 2, 'Understanding the franchisor' covers the franchise business model and what franchisors are looking for in franchisees. Knowing both is important, as your franchise may face traditional (non franchised) models, and you will appreciate the leverage that you get (and thus, alleviate your concerns over franchise fees, both initial and recurring). Gaining a perspective of what they seek, positions you properly so that you develop the credibility and relationships as you investigate the business. Being too hard nosed, will not endear you, as ultimately, it's people working with people. Step/Rock 3, 'Understanding the franchisee', has some real nuggets of info, such as the six stages of franchise development (relationship with franchisor) and the transition curve (emotional stages). It made so much sense, that its like being forewarned is to be forearmed. I expect to refer to this book periodically as I start and grow my franchise business,

This is a terrific book. Unlike so many business books, which are airy and theoretical, *The Franchise MBA* explains exactly what you need to start a new career as a franchisee. Indispensable.

A must read for anyone looking to start their own business. The author puts it in terms that are easily understandable. This is a great value add to anyone looking to venture into becoming an entrepreneur.

Thinking about a franchise? Thinking about thinking about a franchise? You must read this book! You will benefit from Nick's years of experience in the industry and gain a deeper understanding of what it takes to be a franchisee, while learning a lot about yourself in the process! Thoroughly researched and extremely well-written, *The Franchise MBA* provides a comprehensive view of the franchise world through a simple-to-understand, step-by-step process that gives readers (novices and seasoned veterans alike) highly relevant advice and information. This must be your very first

investment on the road to the big decision. Either way, the book will have more than paid for itself once you turn the last page.

I have wanted to learn about franchising for a very long time and recently I've read a few books on the topic. This book was by far the best book I've read as someone considering this investment vehicle. After reading other books that were more of a sales pitch in nature I felt a bit annoyed. This book lays out the pros and cons of all aspects of this process from considering a consultant to understanding what franchise to pick. I couldn't recommend it more highly- and it doesn't hurt that it was actually fun to read with an engaging narrative weaved within.

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