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If you're thinking of franchising your existing business, you'll learn how to: pick the best method for expanding your business; understand the keys to establishing a successful franchise system; and evaluate potential franchisees and grow your franchise. Whether you want to buy a franchise or franchise your own business, you'll learn what to ...

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Franchise Bible (Paperback) How to Buy a Franchise or Franchise Your Own Business. By Rick Grossmann, Michael J. Katz. Entrepreneur Press, 9781599186009, 280pp. Publication Date: January 10, 2017

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Rick Grossmann is the author of Franchise Bible (Entrepreneur Press ®, 201) and a leading franchise industry expert with over 20 years of real-world experience.

Rick Grossmann - Author Biography - Entrepreneur

One of the key benefits of owning a franchise has always been the ability to scale up faster and more efficiently than one could do on their own. Franchisors typically include certain resources ...

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