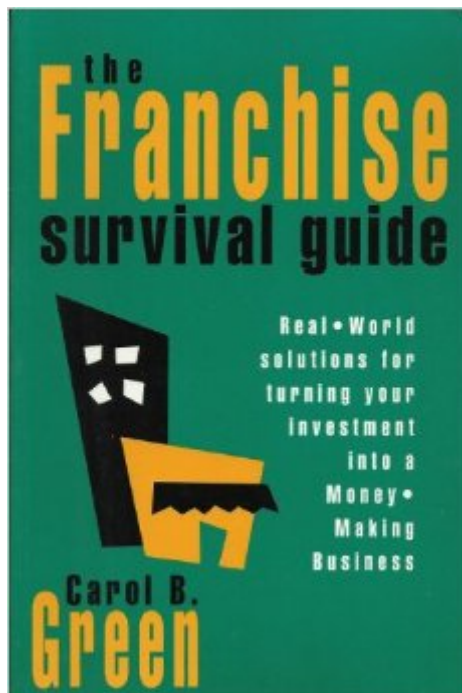


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The Franchise Survival Guide: Real-World Solutions For Turning Your Investment Into A Money-Making Business



Synopsis

Franchising is one of the fastest growing segments of the economy, with an estimated 540,000 franchises in the US and new ones opening at a rate of one every 16 minutes. This detailed guide uses case studies--Weight Watchers, Burger King--to illustrate how to successfully select and operate a profitable franchise.

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