



So You Want To Franchise Your Business?

Harold Kestenbaum, Adina M. Genn

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Harold Kestenbaum has worked with more than 100 businesses in their franchising efforts including such household names as Sbarro and Nathan's. A 30-year veteran of franchise law and a board member of four major franchise companies, he and Adina Genn, an award-winning journalist, have joined forces to teach you the secrets to turning your business into a successful franchise.

If you're interested in using this profitable strategy to expand your business, you'll get an in-depth look at how to evaluate your business concept, determine if your business is a candidate for franchising, implement the franchise process, and build a thriving franchise.

Well-known entrepreneurs who successfully franchised their business, including Subway co-founder Fred DeLuca and CEO of the Dwyer Group Dina Dwyer-Owens, offer detailed, in-the-trenches guidance and information. These experts speak frankly about the tactics you can use to market, sell, and build your franchise while offering insider advice to help you avoid the pitfalls of business growth.

- Step-By-Step Guide To The Franchising Process
- Low-Cost Ways To Grow A Franchise In The Startup Phase
- Franchise A Concept For Less Than \$100,000
- Best Practices From Top Franchisors And Franchisees

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