

The Educated Franchisee Find The Right Franchise For You 3rd Edition

"The Educated Franchisee" 3rd edition provides the reader with insider's knowledge on how to identify and dissect a franchise system that is a perfect fit for them. The secret to owning the right franchise business is no secret if you understand what it takes to succeed. The single most important factor is preparation. This book will help with your preparation. Designed to help busy professionals understand and apply the concepts and methodologies essential to accurate franchise analysis, this workbook enables readers to test their knowledge and comprehension of the tools and techniques described in the *The Franchise MBA* before putting them to use in real world situations. This informative study guide contains carefully constructed exercises with detailed solutions, as well as specific learning outcomes and franchise component overviews. Internationally renowned franchise authority and author Nick Neonakis presents a personal hands-on companion to the landmark book *The Franchise MBA - Mastering the Four Essential Steps to Owning a Franchise*, which has become a guide book for individuals, families, and businesses around the world. The success of his principle-centered philosophy of investigating franchise business is based upon his years of real world franchise experience. Now, with *The Franchise MBA Workbook*, you can further explore and understand this tried-and-true approach to finding the perfect franchise through a wide range of thought provoking exercises. With the

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same clarity and assurance Neonakis' fans have come to appreciate, this individualized workbook helps readers to fully internalize the 4 Steps approach to finding the ideal franchise through private and thought-provoking exercises, whether they have owned a franchise or not. This workbook offers solutions to both personal and professional questions by promoting and teaching emotional intelligence, integrity, financial honesty, and goal setting. An engaging companion to the renowned classic, *The Franchise MBA Workbook* will help readers set goals, understand franchising, and create a path to self-sufficient independence.

McDonalds, Sonic, Subway, Dairy Queen, Circle K, Piggly Wiggly—all well-known franchises in America and beyond. You've probably sometimes wondered how so many of them could exist, how they manage to stay in business, and how they continue to thrive. Maybe you've even thought about running one of your own, but didn't know where to begin. Well, now you do, thanks to *Running a Franchise For Dummies*. Pick the perfect franchise for you Create marketing plans and branding for your new franchise Understand all of the complex legal issues surrounding the ownership of a franchise Uncover the secrets to continued success and future expansion *Running a Franchise for Dummies* is a clear and concise guide for anyone who wants to be their own boss and stand on the shoulders of franchise giants both big and small.

Helping ambitious entrepreneurs fulfill their dreams. For the last 35 years, franchising has created more small business jobs than any other economic engine in the

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world. Now, one of the industry's foremost authorities reveals everything aspiring entrepreneurs need to know in order to profit from this growing industry, including how franchising works, how to select a specific franchise, how to get financing, how to become a franchiser, and much, much more. • Franchising in America is approaching a trillion dollar business, with nearly one half of every retail dollar spent in a franchise store • Industry continues to experience double-digit growth year after year • There are approximately 1,500 franchisers that are responsible for nearly 400,000 sites that employ 8 million people and create 170,000 new jobs a year • The pool of potential franchisees is unlimited • Author is one of the top names in franchising

Michael E. Gerber, author of the #1 most successful business book ever, *The E-Myth*, calls *Take the Fear Out of Franchising* a "great book" that is "a must for any prospective franchisee or franchisor." Written by one of the world's foremost authorities on franchising, Dr. John P. Hayes, *Take the Fear Out of Franchising* gets right to the nub of what's really important about buying, owning and operating a franchise. Many people who consider buying a franchise never do because they get stuck in the process. That's fear! Sadly, people often get stuck over points of little or no consequence, says Dr. Hayes, and that's because they fall into the trap of investigating franchising as an industry. He says that process forces people to concentrate on the wrong points of information and it is mostly a waste of time. It creates more fear and ultimately immobilizes people. Dr. Hayes introduces readers to five franchise tenets that explain why

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franchising works. He points out that while franchising is a fabulous methodology that has created countless millionaires, it's not foolproof, and it will not work for everyone. He then shows readers how to know if franchising will work for them, and he teaches readers how to investigate franchise opportunities by looking at the only data that really matters! Franchise executive Joe Caruso says *Take the Fear Out of Franchising* is a "serious guide" to selecting a franchise. Tony Foley, vice president of Global Sales for United Franchise Group, says the book is a "step-by-step realistic guide on how to make one of the most important decisions of your life." And Joe Mancuso, founder of CEO Clubs International, says, "Rather than fear franchising, just read the book." Dr. Hayes is the Titus Chair for Franchise Leadership at Palm Beach Atlantic University in West Palm Beach, Florida. He directs the Titus Center for Franchise Studies and teaches the franchise curriculum in the Rinker School of Business.

Miniature people who live in an old country house by borrowing things from the humans are forced to emigrate from their home under the clock.

The definitive A-to-Z guide to researching, selecting, and starting a viable franchise business With more and more professionals looking for alternatives to traditional corporate employment, *Become a Franchise Owner!* informs would-be franchise owners of the joys and perils of purchasing a franchise. Authored by a trusted, feisty, tell-it-how-it-is independent franchise industry insider, this book offers straightforward, step-by-step tips and advice on how to properly (and carefully) research and

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select a franchise business. Get tips on how to locate information about franchises, current industry trends, interviews with franchisors, and hot franchise opportunities. Offers a self-evaluation to discover if you are "franchise material" Describes how to choose the right franchise for your specific situation Lists the 40 crucial questions to ask current franchise owners Owning a franchise isn't for everyone; in fact, as Joel Libava says, "it's really not for most people." But if it is for you, this book can guide you in starting your own successful franchise business.

Franchising is the fastest-growing method of conducting business in the world. Why? Because it works! But don't be fooled - success isn't guaranteed. Over the course of a few decades in development, I've seen millions of dollars wasted on fixing problems that, in many instances, could have been avoided altogether. Like most business owners, your primary goal is to operate a successful business. You can't actually do that until your location opens. While you may know a little bit about a lot of things, the devil is in the details. When you don't know what you don't know, especially when it comes to leasing space and building new locations, you could be in for a long, rough ride. The reality of how much you don't know (and what can happen next!) can be all-consuming. Enthusiasm, persistence, and dogged determination won't be enough to save you. Do not, Do Not, DO NOT sign a lease without reading this book! Once a lease is executed, you are 'officially' a business owner - even if your new location never actually opens! A lot of professionals with years of business experience

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assure themselves that there isn't any part of the building process that they either don't know or can't figure out. What they don't take into account is the additional time that ticks away while they learn the ropes - and make costly mistakes in the process. No matter how much business experience and success you have had in past roles, if you are not well versed in all that is involved in getting your new location open, failure will find you! Building new locations hasn't changed much over the years. Because it happens thousands of times a day across the country, it's easy to adopt the mindset of, "I can figure this out." The truth is that you CAN figure it out - but how much will you spend or forego in the process? Ignorance isn't bliss - it's EXPENSIVE! Failure is not an option - until it happens! Then what? The purpose of this book is to take the guesswork out of the entire development process so you know exactly what it takes to get your new location open in the least amount of time, for the best overall price and, more important than anything else, without making costly mistakes in the process. Whether you are an independent business owner or a franchisee, if you have plans to lease space to build your first (or your next) location, the book you're holding in your hands will become one of the most valuable investments you can make! To your success... The Luxury Strategy, written by two world experts on the subject, provides the first rigorous blueprint for the effective management of luxury brands and companies at the highest level. It rationalizes those business models that have achieved profitability and unveils the original methods that were used to transform small family

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businesses such as Ferrari, Louis Vuitton, Cartier, Chanel, Armani, Gucci, and Ralph Lauren into profitable global brands. By defining the differences between premium and luxury brands and products, analysing the nature of true luxury brands and turning established marketing 'rules' upside down, it has established itself as the definitive work on the essence of a luxury brand strategy. This fully revised second edition of *The Luxury Strategy* explores the diversity of meanings of 'luxury' across different markets. It also now includes a section on marketing and selling luxury goods online and the impact of social networks and digital developments, cementing its position as the authority on luxury strategy.

An inspiring memoir of one man's transformation from a delinquent, drug-dealing dropout to an award-winning Harvard educator through literature and debate—all by the age of twenty-seven. Brandon P. Fleming grew up in an abusive home and was shuffled through school, his passing grades a nod to his skill on the basketball court, not his presence in the classroom. He turned to the streets and drug deals by fourteen, saved only by the dream of basketball stardom. When he suffered a career-ending injury during his first semester at a Division I school, he dropped out of college, toiling on an assembly line, until depression drove him to the edge. Miraculously, his life was spared. Returning to college, Fleming was determined to reinvent himself as a scholar—to replace illiteracy with mastery over language, to go from being ignored and unseen to commanding attention. He immersed himself in the work of Black thinkers from the Harlem Renaissance to present day.

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Crucially, he found debate, which became the means by which he transformed his life and the tool he would use to transform the lives of others—teaching underserved kids to be intrusive in places that are not inclusive, eventually at Harvard University, where he would make champions and history. Through his personal narrative, readers witness Fleming’s transformation, self-education, and how he takes what he learns about words and power to help others like himself. *Miseducated* is an honest memoir about resilience, visibility, role models, and overcoming all expectations.

Is Franchising Right For You? Why start a business from scratch when you can have a piece of the greatest expansion strategy ever conceived? Franchising is BIG and getting bigger in every sector—from restaurants and coffee chains to pet care and insurance. There is a franchise for everything and everyone. As a potential franchise owner, you can be in charge of your own success while being supported by a known brand.

Franchising gives you that ability, along with the satisfaction that comes only with building something that can last a lifetime and beyond. And, if you are successful, you eventually stop sweating the details and have the freedom to enjoy your life in a way that most around you cannot. In *The Franchisee Handbook*, franchise expert Mark Siebert walks you through the process of vetting and buying a franchise, helps you ask the right questions of franchisors and yourself, and gives you the resources you need to decide if franchising is right for you. Siebert shows you how to do your homework before making what could be the greatest

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financial decision of your life. You will learn how to:

- Accurately assess the risks of buying a franchise
- Determine if a franchise is a good fit for your personal goals
- Research and vet potential franchise opportunities
- Create a startup plan that meets your business goals
- Prepare your franchise for success

Why dream about owning a franchise when you can take concrete steps to make it happen today? With *The Franchisee Handbook* as your guide, you have the power in your hands to start your own franchise journey right now.

The Franchise Fix helps franchisees set up their food franchise business for success. Investing on a proven food franchise does not guarantee success for the franchisee. To be a successful franchisee, franchisees must set up the right management systems to support their business as well as take advantage of everything the franchisor has to offer. *The Franchise Fix* is a step-by-step guide that shows franchisees how to do exactly that! Covering the winning systems and processes that food industry veteran Aicha Bascaro discovered from working with hundreds of successful franchisees across the US and around the world, *The Franchise Fix* helps franchisees take control of their food franchise and increase their profits.

15 Simple Steps to Success! This is the follow-up to the highly successful *The Educated Franchisee: The How-to Book for Choosing a Winning Franchise*.

Are you one of the many women out there who needs a brand-new model for your business career? Are you looking for entrepreneurial alternatives to the world of big business, but aren't sure where to start? A transition into

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small business is a natural progression for countless women who have invested the first phase of their careers in large companies. Many mid-career women dream of starting their own businesses, but until now there hasn't been a book that gives them the sense of multiple choice that helps them find the right entrepreneurial fit—options that go beyond starting a venture to include buying an independent business or a franchise, joining or consulting for small businesses, or working with partners. There's a confusing array of how-to books out there with general advice about starting a business, conducting a job search, or balancing work and family. But what entrepreneurial women really need are the strategic tools for choosing and growing a business that will not only make them money, but make them happy as well. Women need direct, gender-specific advice about succeeding financially in their businesses; they also crave the feeling that their work matters, and they want flexibility and control over their professional lives in order to achieve a healthy work-life balance. This book offers them the womenfriendly business advice they need and numerous true-life role models to identify with and emulate. Author Ginny Wilmerding opens women's eyes to the advantages of buying, joining, or consulting for existing small businesses, fully explaining the alternatives to starting from scratch. If you lack an original business idea, this book will give you the confidence you need to get excited about pursuing a business idea other than your own. But if you do want to start a company from the ground up, there's plenty of food for thought for you here, too. Wilmerding not only

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shares her own stories and outside experts' advice but also includes insightful vignettes from women who have found their niches and are succeeding financially. If you're wondering how to finance your small business, Wilmerding steers you toward success in obtaining SBA loans and other financing. Finally, if you're considering partnering with others to share the risk and the fun, she prepares you for partnership success, and explains the importance of good advisers and mentors. The goal of this book is to get you started on the path to a successful career in the small business world, a world that needs experienced, smart, versatile women like you to join its ranks. *Smart Women and Small Business* is the ultimate professional guide for mid-career, business-minded women who want to achieve the same independence and success as their entrepreneurial male peers—but in their own way.

'We have left dry land and put out to sea! We have burned the bridge behind us - what is more, we have burned the land behind us!' Nietzsche's devastating demolition of religion would have seismic consequences for future generations. With God dead, he envisages a brilliant future for humanity: one in which individuals would at last be responsible for their destinies. One of twenty new books in the bestselling Penguin Great Ideas series. This new selection showcases a diverse list of thinkers who have helped shape our world today, from anarchists to stoics, feminists to prophets, satirists to Zen Buddhists.

Buying a franchise may be the road to financial independence but only if you can find a great franchise that is a great 'fit' for you. In the past decade I've spoken with many people who say they no longer want to work for someone else. They're

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tired of the uncertainty that goes along with corporate jobs and of creating financial rewards for others. These are people who want to be in control of their future. Contrary to the thinking of some, being a successful franchise owner requires a lot more than just plopping down a pile of money and waiting for the profits to roll in. I know many franchise owners; some are extremely successful while others struggle. In most cases the difference between the two groups is not due to the skill or dedication of the owner, but his/her 'fit' with the franchise system. During my years as both an owner and broker of franchised businesses, I'm frequently asked how to find a great 'fitting' franchise. Without realizing it I developed rules that help guide my clients to find that great 'fit'.

For 21st-century entrepreneurs, this book provides the practical guidance they need to overcome the often intimidating challenges of starting, organizing, and running a new business effectively and efficiently. • 400 unique evaluative descriptions of print and electronic resources for initial start-up, creating a business plan, management, marketing, personnel and HR, and competitive analysis • Screenshots of important and useful web pages • A glossary of relevant terms and acronyms • An index provides access by author, title, subject, and webpage

The dream of being a Top 20 percent franchisee in any system is alive and doing well, if you take the time to learn how others have done it and then apply that knowledge. Secrets of Franchise Success contains the secrets and wisdom of Top 20 percent franchisees, drawn from proprietary research conducted with business owners from a variety of franchise systems. Secrets of Franchise Success is designed to help: - Franchisees who have not achieved the success they wanted - Franchisors looking to identify great candidates and understand how to help underperforming franchisees - Those who are thinking about becoming

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franchise business owners - Anyone else who has ever wondered what it takes to be a Top 20 performing small business owner in any industry As franchise experts and business coaches, Marc Camras and Melissa Woods have been working successfully with new franchisees and business owners for close to two decades. Take the advice in this hands-on guide and learn the formula for becoming and staying a top producing franchisee.

A bracingly provocative challenge to one of our most cherished ideas and institutions Most people believe democracy is a uniquely just form of government. They believe people have the right to an equal share of political power. And they believe that political participation is good for us—it empowers us, helps us get what we want, and tends to make us smarter, more virtuous, and more caring for one another. These are some of our most cherished ideas about democracy. But Jason Brennan says they are all wrong. In this trenchant book, Brennan argues that democracy should be judged by its results—and the results are not good enough. Just as defendants have a right to a fair trial, citizens have a right to competent government. But democracy is the rule of the ignorant and the irrational, and it all too often falls short. Furthermore, no one has a fundamental right to any share of political power, and exercising political power does most of us little good. On the contrary, a wide range of social science research shows that political participation and democratic deliberation actually tend to make people worse—more irrational, biased, and mean. Given this grim picture, Brennan argues that a new system of government—epistocracy, the rule of the knowledgeable—may be better than democracy, and that it's time to experiment and find out. A challenging critique of democracy and the first sustained defense of the rule of the knowledgeable, *Against Democracy* is essential reading for scholars and students of politics across the

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disciplines. Featuring a new preface that situates the book within the current political climate and discusses other alternatives beyond epistocracy, *Against Democracy* is a challenging critique of democracy and the first sustained defense of the rule of the knowledgeable.

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Have you ever thought of starting a franchise business but don't know where to begin? Buying a franchise sounds like a smart shortcut to becoming an entrepreneur, but is it for you?

Best-selling author David Busker answers these questions and more in his new book *Franchise Vision: Transform Your Future Through Franchise Ownership*. In it, you'll learn:

How to know if you have an entrepreneurial mindset
The types and business models of franchises
How the Franchise Continuum helps you define your criteria
How to research and buy a franchise

Where to focus your research
What you'll need to have in place before you start a franchise
How to identify and overcome red flags, roadblocks, and obstacles that can derail your efforts

How to finance your business investment
How to get help from advisors and consultants
What to expect after signing a franchise agreement

This book is not an

inspirational sales call to arms that pretends everyone can and should buy a franchise. It's a comprehensive, down-to-earth examination of the process that starts with the most important question--should you do this? From there, David

will take you through the process of researching and buying a franchise step by step with real-world examples to make every step crystal clear. David has been where you are. He

made the transition from employee to entrepreneur, so he knows the joys and the pitfalls of this journey. He has lived

the life of a multi-unit franchisee and self-employed business owner, so he's been through the process multiple times and learned something each time. "Franchise Vision is a fabulous

resource for anyone thinking about getting into their own

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franchise business. It covers all the important topics involved in conducting a thorough investigation of opportunities and, even more importantly, it also does a wonderful job of explaining the emotional challenges that all of us face when contemplating doing something new. The book's focus on creating a vision of how you want your life to be in the future and then using this vision as a guide to decide which opportunities would be best for you is genius!." - Jeff Elgin, Founder and CEO, FranChoice, Inc. Franchise Vision is a motivational yet practical guide to understanding the path to franchise ownership, with real-world examples and step-by-step explanations to help those considering franchise ownership make decisions and navigate their journey with confidence. If you have ever wondered about how franchising works and how to investigate becoming a franchise owner, this book is for you. With this book you can confidently get started on your franchise journey today. As a nationally renowned franchise consultant, best-selling author, and franchise owner, David Busker has helped hundreds of candidates navigate the transition from employee to entrepreneur. His insights from leading and starting various businesses, as well as a no-nonsense educational approach, have endeared him to candidates seeking franchise ownership. With deep experience in multiple aspects of business as a CEO, CFO, CPA, business owner, startup founder, and multi-unit franchisee, Visualize your future and discover your inner entrepreneur today!

This proven, popular reference has been completely updated to better guide readers through the current franchise environment. Real-life examples of both service- and product-oriented franchises and useful checklists prevent mistakes and save time and money. Contact information for state and federal franchising

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regulatory agencies and a listing of useful publications guide new franchisees to the resources they need. Celebrated author Rick Bisio has teamed up with exceptional co-author Britt Schroeter to bring to you The Franchisee Playbook. This is the follow-up to the highly successful The Educated Franchisee: The Insider's Guide Filled with necessary charts, graphs, formulas, 90+ exercises, and resources as well as helpful advice, The Franchisee Playbook includes everything you need to closely examine a franchise system and choose a winning franchise for you. This playbook offers practical exercises to help you: - Analyze if franchise ownership fits your skills and personality.- Identify and target best-in-class franchise systems.- Confidently approach and interview franchisees.- Discover if franchisees are making money--and how much.- Evaluate the best financing alternatives.- Obtain hidden knowledge from the Franchise Disclosure Document.- Make a confident decision as to whether the franchise is right for you. Achieve independence and gain entrepreneurial confidence--start your own business today! Every tool you need is within these pages. You just have to open the toolbox

Have you ever wondered which franchises are the best businesses to buy? Ever wondered how much money you can make with a franchise? How about how much the good franchises cost? Curious how to find the good franchises (and avoid the bad ones)? Well, here's a little secret...the answers to all of those questions are in this Franchise Investment Guide. Exactly what you're getting: This Guide is dramatically different from anything you've

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ever read because it's more of a "field guide" about how to find and invest in great franchises versus a traditional book. The reason why is because there's no fluff or filler. It immediately gets down to brass tacks, showing you exactly what to do, how to do it, and why. Plus, it's easy to read. At just 48 pages, you can read it an afternoon. And, you'll immediately "get" the entire methodology used by real people who have used a franchise to achieve incredible personal, lifestyle and financial success. It answers questions like... Why would a successful real estate investor invest in a certain hair care franchise and open fifteen of them? Why would an attorney for one of the world's largest manufacturing companies quit his job to start a particular disaster restoration franchise? Why would a very successful corporate executive decide to open multiple locations of an emerging franchise (while he kept his job)? Why would an accountant, banker, and entrepreneur all invest in the same boutique fitness franchise (and each open multiple locations)? It also talks about... Franchising and how it's more than just fast food Where to find great franchises (hint: it's not surfing the internet or going to franchise trade shows) The indicators and characteristics of great franchises The four most important things you need to have success with a franchise The Entrepreneurial Mindset vs the Consumer Mindset The story of a corporate executive who turned down a life-changing promotion to start a franchise How to figure out how much money you can make even though franchise companies can't give you financial projections Something more important than money Exit strategy

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options (as in cashing out) And much more...

"The Educated Franchisee" will show you: -How to find a franchise that is right for you -How owning a franchise can create wealth -Where to find quality franchisors -What qualities franchisors look for -How to gather information from franchisees -How to make sure the franchise makes money -How to confidently select the best franchise -The five keys to success in owning a franchise

“An elegant, impassioned demand that America see gender-based violence as a cultural and structural problem that hurts everyone, not just victims and survivors... It's at times downright virtuosic in the threads it weaves together.”—NPR From the woman who gave the landmark testimony against Clarence Thomas as a sexual menace, a new manifesto about the origins and course of gender violence in our society; a combination of memoir, personal accounts, law, and social analysis, and a powerful call to arms from one of our most prominent and poised survivors. In 1991, Anita Hill began something that's still unfinished work. The issues of gender violence, touching on sex, race, age, and power, are as urgent today as they were when she first testified. *Believing* is a story of America's three decades long reckoning with gender violence, one that offers insights into its roots, and paths to creating dialogue and substantive change. It is a call to action that offers guidance based on what this brave, committed fighter has learned from a lifetime of advocacy and her search for solutions to a problem that is still tearing America apart. We once thought gender-based violence--from

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casual harassment to rape and murder--was an individual problem that affected a few; we now know it's cultural and endemic, and happens to our acquaintances, colleagues, friends and family members, and it can be physical, emotional and verbal. Women of color experience sexual harassment at higher rates than White women. Street harassment is ubiquitous and can escalate to violence. Transgender and nonbinary people are particularly vulnerable. Anita Hill draws on her years as a teacher, legal scholar, and advocate, and on the experiences of the thousands of individuals who have told her their stories, to trace the pipeline of behavior that follows individuals from place to place: from home to school to work and back home. In measured, clear, blunt terms, she demonstrates the impact it has on every aspect of our lives, including our physical and mental wellbeing, housing stability, political participation, economy and community safety, and how our descriptive language undermines progress toward solutions. And she is uncompromising in her demands that our laws and our leaders must address the issue concretely and immediately.

Franchising is one of the major engines of business expansion and job creation globally. The Handbook of Research on Franchising offers new insights into entrepreneurial behavior, organizational forms, regulation, internationalization, and other contemporary issues relating to this dynamic business strategy. The Handbook challenges both practitioners and scholars to give attention to the conclusions of scholarly research on this business model. Practitioners can benefit from the

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results of high quality scientific research, and scholars can find exciting opportunities for contributing to the body of knowledge of a subject that has not received sufficient attention in educational institutions.

Written by the late Dave Thomas, the widely known founder of Wendy's, and franchising consultant Michael Seid, this is a comprehensive and reliable resource for anyone interested in purchasing a franchise.

There is nothing more expensive than ignorance – let The Educated Franchisee serve as your guide for selecting a franchise that meets your needs!

David Novak—one of today's most engaging, unconventional, and successful business leaders—lived in thirty-two trailer parks in twenty-three states by the time he reached the seventh grade. He sold encyclopedias door to door, worked as a hotel night clerk, and took a job as a \$7,200-a-year advertising copywriter with the hopes of maybe one day becoming a creative director. Instead, he became head of the world's largest restaurant company at the ripe old age of forty-seven. While David never went to business school, he did learn from the greatest of teachers—experience—and plenty of other very smart people as well: Magic Johnson on the secret to teamwork, Warren Buffett on what he looks for in the companies he buys, John Wooden on ego, and Jack Welch on one thing he'd do over. Now he wants to share with you what he discovered about getting ahead and getting noticed;

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motivating people and turning businesses around; building winning teams and running a global company of nearly one million people; and always staying true to yourself. The Education of an Accidental CEO is filled with David Novak's street-smart wisdom: From his formative years... • Walking through your anxieties • Avoiding the poison of stereotypes • Staying "right-sized" • Breaking through the clutter From his years as an ad executive and chief marketing officer ... • How not to roll over like Fluffy the dog • Seeing yourself as a brand • When to pull the plug on the Super Bowl As the COO of Pepsi Cola and then as president of KFC and Pizza Hut ... • Why a gold watch can have less value than a floppy rubber chicken • Knowing when "the answers are in the building" • Knowing when to do nothing • What it takes to revitalize a company And as CEO of Yum! Brands, Inc. ... • How to "shock the system" • How to avoid the slow-no's • Managing two up and two down David Novak's ideas for building an entire culture around reward and recognition—getting everyone from division presidents to dishwashers to buy into recognizing the achievements of others—is studied by other companies and discussed here in great detail. Whether you are the CEO of a global conglomerate or a budding entrepreneur, there is something here that will help you get where you want to go.

"Open Water is tender poetry, a love song to Black

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art and thought, an exploration of intimacy and vulnerability between two young artists learning to be soft with each other in a world that hardens against Black people.”—Yaa Gyasi, author of *HOMEGOING*

In a crowded London pub, two young people meet. Both are Black British, both won scholarships to private schools where they struggled to belong, both are now artists—he a photographer, she a dancer—and both are trying to make their mark in a world that by turns celebrates and rejects them. Tentatively, tenderly, they fall in love. But two people who seem destined to be together can still be torn apart by fear and violence, and over the course of a year they find their relationship tested by forces beyond their control. Narrated with deep intimacy, *Open Water* is at once an aching beautiful love story and a potent insight into race and masculinity that asks what it means to be a person in a world that sees you only as a Black body; to be vulnerable when you are only respected for strength; to find safety in love, only to lose it. With gorgeous, soulful intensity, and blistering emotional intelligence, Caleb Azumah Nelson gives a profoundly sensitive portrait of romantic love in all its feverish waves and comforting beauty. This is one of the most essential debut novels of recent years, heralding the arrival of a stellar and prodigious young talent.

Take Your Business from Average to Extraordinary
The Wealthy Franchisee pulls concepts from

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cognitive behavioral therapy, brain science, interviews, and Scott Greenberg's firsthand experience as a franchisee to help readers replicate the mental habits, tactics, and financial results of high-performing franchisees. As a franchising consultant, Scott Greenberg has helped franchise owners and franchisees improve their performance. Readers will learn how to: Explore their own mental responses and become more self-aware Bring out the best in employees and build superstar teams Dazzle customers and increase sales with emotionally satisfying experiences Optimize the human elements of their operation so they can grow into a next-level enterprise and become wealthy

WINNER • 2021 PULITZER PRIZE IN HISTORY

The "stunning" (David W. Blight) untold history of how fast food became one of the greatest generators of black wealth in America. Just as *The Color of Law* provided a vital understanding of redlining and racial segregation, Marcia Chatelain's *Franchise* investigates the complex interrelationship between black communities and America's largest, most popular fast food chain. Taking us from the first McDonald's drive-in in San Bernardino to the franchise on Florissant Avenue in Ferguson, Missouri, in the summer of 2014, Chatelain shows how fast food is a source of both power—economic and political—and despair for African Americans. As she contends, fast food is, more than ever before, a

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key battlefield in the fight for racial justice.

Whether you are considering getting into a franchise, or have made the commitment, *Franchising Demystified* provides you with a deep understanding of the franchisee-franchisor relationship. This definitive franchise handbook provides you with the tools to effectively assess the right franchise opportunity for you and then maximize your return on investment. Loaded with practical tips, *Franchising Demystified* helps you: - Identify the best franchise opportunities - Determine if franchising is right for you - Fully understand your rights under the license model - Improve and build upon the franchisee-franchisor relationship - Succeed and grow a successful, profitable business Real-life examples let you learn from other people's mistakes and experiences. *Franchising Demystified* is a must read for anyone considering buying a franchise or currently a franchisee ..

The investment required to license a franchise is a substantial sum. The results can be tremendously lucrative, providing both financial and professional independence, but there are also plenty of potential pitfalls. *Better Business Bureau's Buying a Franchise: Insider's Guide to Success* is packed with essential information, including worksheets, checklists, and charts. Experienced entrepreneurs from the *Better Business Bureau* guide investors from selecting a franchise to negotiating a contract to

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techniques for managing a profitable business.

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