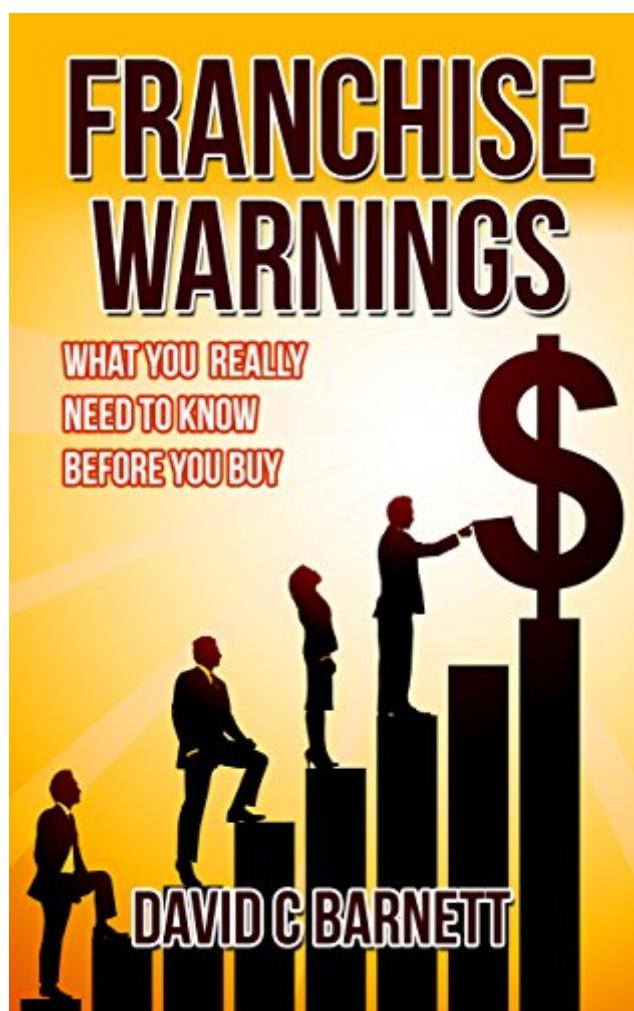


The book was found

Franchise Warnings: What You Really Need To Know Before You Buy



Synopsis

I spent several years as a business broker and sold many franchises. I've given advice to franchisors, helped existing franchisees sell their business and helped people buy new franchise locations. There is a myth in the world that buying a franchise is the easy way to business success. This is far from the truth. In this book I share what I've learned over the years. There are stories of real people and real experiences. The book is called *Franchise Warnings* because it is filled with information that you need to know before you invest your money into a franchise business.

Book Information

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Customer Reviews

I've been a franchise development executive for nearly 20 years. My specialty is mergers and acquisitions. Came across David Barnett's podcast. Went to his website and purchased *Franchise Warnings*. What a great read. In fact, this was the most informative book I have read on the topic of franchising. Franchise warnings should be required reading for all involved in franchising; whether it be buying, franchise development or financing of franchises.

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