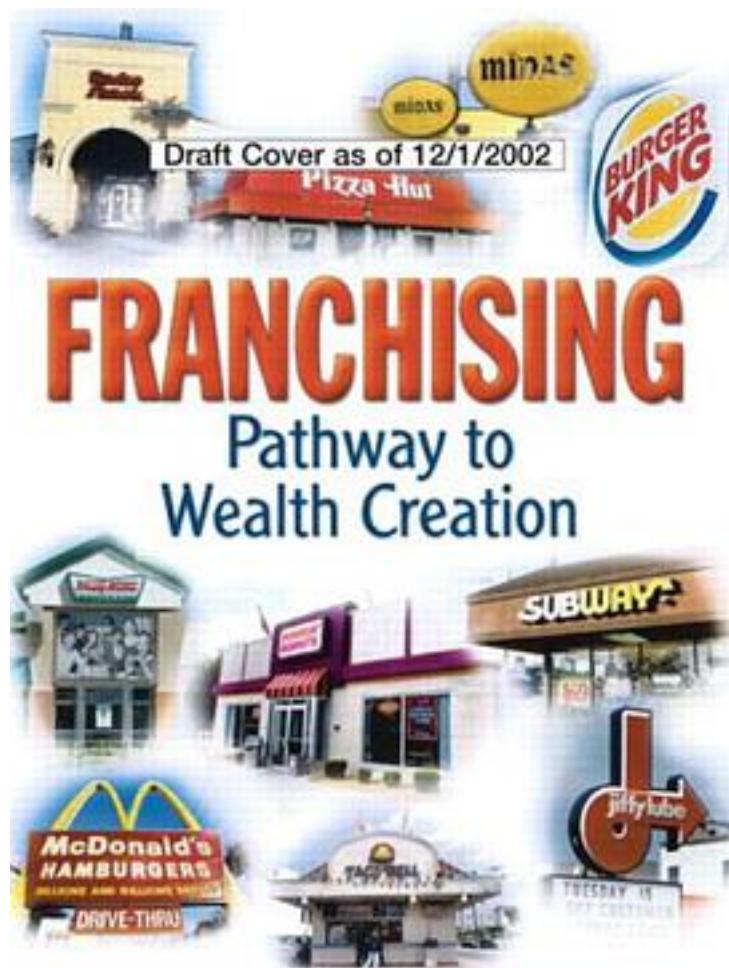


Franchising



STEVE SPINELLI • SUE BIRLEY • ROBERT ROSENBERG

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Franchising: Pathway to Wealth Creation is franchising as true entrepreneurship, for every potential franchisor and franchisee ready to generate large-scale wealth. Authors include the entrepreneur who built the world's largest system of Jiffy Lube franchises, the executive who grew Dunkin' Donuts by 1,000%, and the franchising expert at the world's #1 franchise bank lender. This remarkable team covers every step from assessment through cashing out, every element of the product/service delivery system, and every facet of the franchisee/franchisor relationship.

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