

Street Smart Franchising

By Joe Mathews

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Experienced franchisees and franchisors tell entrepreneurs what they need to know before they buy a franchise. Second edition includes a sample copy of the entire UFOC plus 40% new and updated examples. This straight-shooting franchise guide goes beyond the “how to” to teach potential franchisees what to expect when starting a franchise. Real life stories from the trenches illustrate how to cope with the difficulties a franchise presents. The author reveals the personality types most likely to succeed at franchising, and identifies entrepreneurial traits that may increase risk of failure. Plus, it takes an in-depth look at the research and investigation of a franchise, something glossed over in most franchise books.

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Editorial Review

About the Author
Joe Matthews has 20 years of experience in all aspects of franchising. He has been featured in Entrepreneur, Franchising World, Fortune Small Business and other respected publications and delivers 30 training workshops, presentations and speeches each year.

Don DeBolt is a former president of the International Franchise Association.

Deb Percival works in franchise development.

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