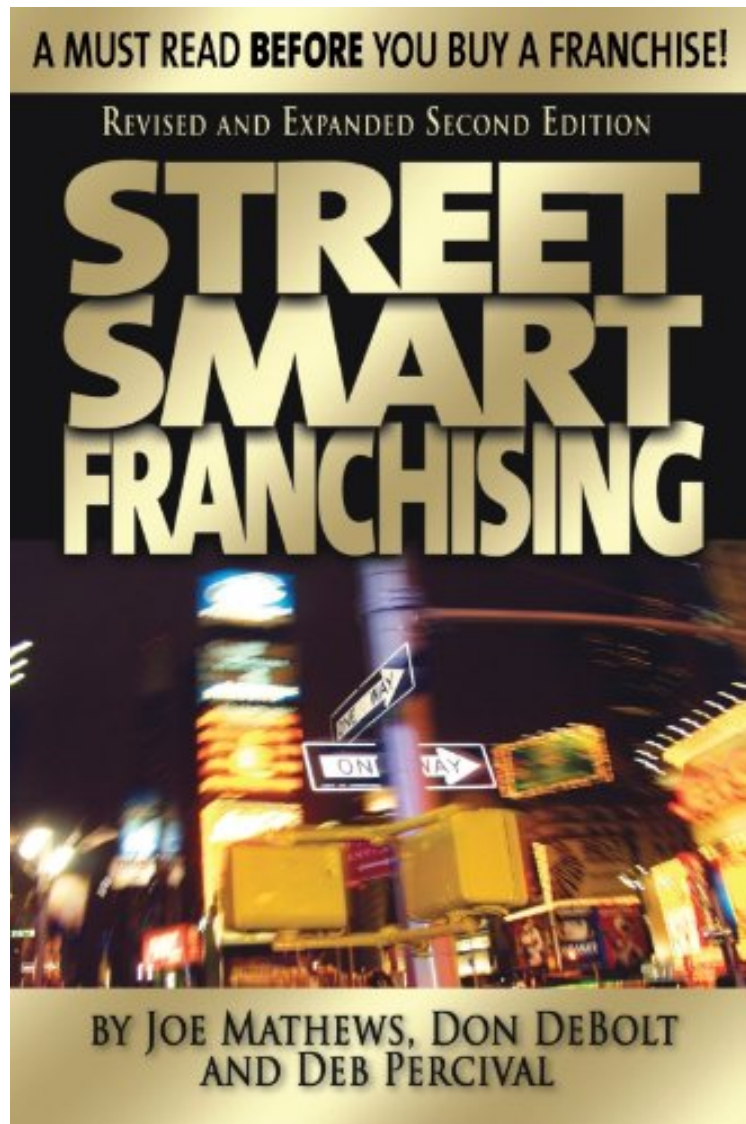


## Street Smart Franchising

*Joe Mathews*

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**Joe Mathews : Street Smart Franchising** before purchasing it in order to gage whether or not it would be worth my time, and all praised Street Smart Franchising:

1 of 1 people found the following review helpful. Required Read for Anyone Thinking About Buying A FranchiseBy ZenonAn excellent guide for those thinking about investing in a franchise based business. Provides information to help you through the decision process and a means to analyze the risks and benefits associated with investing your capital and time into such an endeavor.1 of 1 people found the following review helpful. The best book out there on franchising and what to expect.By Page NicolI've been in franchising for over 25 years and have owned many

franchises as well as help hundreds of people start their own franchise. As a franchise developer, I give this book to anybody I know who wants to start a franchise. Everybody I give the book to says it has been helpful in their decision to start a franchise, and answered many of the fears they have when starting a business. Joe outlines the concerns people have when starting a franchise in a very realistic way. He also gives the truth of franchise ownership from both sides of the spectrum. If you or somebody you know is thinking about starting a franchise or buying a franchise, Street Smart Franchising is a must read. 1 of 1 people found the following review helpful. Great read! By Harold This book was suggested to me by a franchisor that I was investigating and it has opened my eyes to the type of research I need to do before coming to an educated decision. Kudos

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 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.

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.