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explain why

people make

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unethical
decisions.

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practical
concepts,
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comprehensive
resources you'll
find essential
both now and
throughout your
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future. SMALL
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delivers solid
coverage of the
fundamentals of

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management as it teaches you not only how to start a business, but also how to manage, grow, and harvest a business. This market leading text places you in the role of decision maker,

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allowing you to immediately apply what you've learned to current challenges in today's small businesses. The book's thorough emphasis on building business plans ensures that you can

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effectively create,
manage, and
analyze a plan for
your own
venture.

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examples,
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cases, and
coverage of the
most current
developments in
business

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management
today keep this
engaging text as
current and
practical now as it
was when it led
the market in its
first edition 50
years ago. Each
edition builds
upon past
strengths with
new innovations

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and breakthrough
developments.

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and practical

principles that

you'll reference

again and again

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business career.

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Ever since the beginning of the world, man has contained within him an insatiable desire to be the captain of his own ship and master of his own fate. It's a natural flaw

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in man in our
fallen state. It
really becomes
problematic when
pride prevents
one from looking
outside their
selves for help or
for the correct
answers in life.
It's not that God
has abandoned
us with no

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direction or
answers, it is
simply the failure
to launch in
oneself a
humbling posture
to allow us to
receive that
which God has
given to us
freely""his
wisdom. "If any of
you lacks

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wisdom, let him ask God, who gives generously to all without reproach, and it will be given him" (Jas 1:5, ESV).

After years of history on display, man makes the same mistake every day. He

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understands what
faith is and knows
how to apply it
but fails to seek
out wisdom to
point him in the
right direction to
place his faith.
Where you place
your faith
determines the
directions your
path of life will

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be. Will you travel
the long, hard,
pothole-ridden
dusty road, or the
well""paved,
smooth, and
straight road that
sojourners
decided to take
before you to
success. Why not
follow them and
make it easier on

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yourself? The book is my commentary of examples from my life where it seemed I always did it the hard way. Taking the wrong road because I trusted my feelings instead of the trusted GPS (men

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never stop to ask for directions). I wrote this book from my failures and my search for truth to help others reach for wisdom in decision-making processes. Of course, everyone still has that great gift from

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God of freedom of choice to make decisions in what they think is right. In the end, it may lead to the lemonade stand. (Proverbs 14:12)

How Business Works defines and explains the key concepts behind business,

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finance, and
company
management.

With the right
knowledge,
business doesn't
have to be
difficult. Do you
know the
difference
between profit
margin, gross
profit, and net

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profit? What is
cash flow or a
limited company?

Using clear
language and eye-
catching
graphics, DK's
How Business
Works answers
hundreds of
questions and is
an invaluable
reference for

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anyone wanting
to learn about
business.

costs of control:
the source of
economic rents
for mcdonald's
franchisees

Staff Report of
the Bureau of
Consumer
Protection to the
Federal Trade

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Commission and
Proposed Revised
Trade Regulation
Rule

Own Your Future
Contemporary
Business

Business Law

101 Startup

Lessons

A

comprehensive,

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*one-stop read
for
entrepreneurs
who want
actionable
learnings
about a wide
range of
startup and di
gital-related
topics from
George Deeb, a*

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*serial
entrepreneur
and partner at
Red Rocket
Ventures. The
book is a
startup
executive's
strategic
"playbook",
with "how-to"
lessons about*

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*business in
general,
sales,
marketing,
technology,
operations,
human
resources,
finance, fund
raising and
more,
including many*

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case studies

herein. We

have

demystified

and

synthesized

the

information an

entrepreneur

needs to

strategize,

fund, develop,

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*launch and
market their
businesses.*

*Join the
100,000+
readers who
have already
benefitted
from this
book, freely
available and
continuously*

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*updated on the
Red Rocket
Blog website.*

TESTIMONIALS

David

Rabjohns,

Founder & CEO

at MotiveQuest

"George's

passion, ideas

and

involvement

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with

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MotiveQuest

has been "game

changing" for

us. From

jumpstarting

our sales and

marketing

plans and

team, to

productizing

our business

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and

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Red Rocket has

had an

immediate and

meaningful

impact from

day one. I

highly

recommend Red

Rocket. If you

want to grow,

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*strap on the
Red Rocket."*

Tyler

Spalding,

Founder & CEO

at StyleSeek

"Red Rocket

has been a

great investor

for our

business and

vocal champion

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of our brand.

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As a proven

entrepreneur

himself,

George has

provided

valuable

insights and r

ecommendations

on how to best

build my

business. Red

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*Rocket would
be a great
partner in
helping build
your
business."*

Seth

Rosenberg, SVP

at Camping

World "Red

Rocket helped

us do a high

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level

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assessment of
our e-commerce

efforts and

assisted with

the

development of

a digital

strategy and

marketing

plan. Red

Rocket

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*identified
some immediate
opportunities,
which we are
implementing.
I am pleased
to recommend
Red Rocket for
your e-
commerce and
digital
marketing*

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needs.” Andrew Hoog, Founder and CEO at viaForensics

"As

viaForensics experienced significant growth, we recognized the need for an experienced

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*advisor with
start-up chops
who could help
us refine
critical steps
in our
transition
from a service
company to a
product-based
company. Red
Rocket's*

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*expertise in
growth
planning
including
organizational
structure,
financial
modeling and
competitive
analysis were
instrumental
in refining*

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our strategy.

He helped

facilitate key

decisions the

management

team needed to

make in order

to take the

company to the

next level. We

are very

pleased with

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*Red Rocket's
contributions
to*

*viaForensics
and highly
recommmend his
services to
other start-
ups facing
similar
growth." Jerry
Freeman,*

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*Founder & CEO
at PaletteApp*

"Red Rocket

*has been a key
instigator in
helping raise
funds for
PaletteApp.*

*They have
helped me
tremendously
in realizing*

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what an investor wants to see and how best to present it.

George has great experience and understanding of how to fund and launch a new company.

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We feel fortunate that he has thrown his hat into our arena."

*Scott Skinger,
CEO at*

TrainSignal

"Red Rocket helped us in a variety of ways, from

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financial modeling to introductions to lenders.

Their biggest win was

helping us do preliminary investigative

research on one of our competitors,

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that ultimately sparked a dialog that lead to the \$23.6MM sale of our business to that company. We couldn't be more happy with Red

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*Rocket's
involvement
with our
business.*

*Overall, a
great advisor
to have in
your corner."*

*Based on the
first half of
the longtime
market-leader*

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*BUSINESS LAW:
TEXT AND CASES*

*by Clarkson/Mi
ller/Cross,
this paperback
text offers an
affordable
solution for
the first
course in a
business law
series, often*

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*a requirement
for business
majors. It
delivers an
ideal blend of
classic black
letter law and
contemporary
cases. The
text's strong
student
orientation*

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*makes the law
accessible,
interesting,
and relevant,
with cases
that represent
the latest
developments.*

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market-leader

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ideal blend of

classic black

letter law and

cutting-edge

coverage of

contemporary

issues and

cases. Today,

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*BUSINESS LAW,
14E continues
to set the*

*standard for
excellence.*

*The text
offers a
strong student
orientation
that makes the
law
accessible,*

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*interesting,
and relevant.*

*The cases,
content, and
features are
thoroughly
updated to
represent the
latest
developments
in business
law. Cases*

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*range from pre
cedent-setting
landmarks to
important
recent
decisions.
Ethical,
global, e-
commerce,
digital, and
corporate
themes are*

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integrated throughout this edition with new features, such as new Digital Updates that demonstrate how digital progress is affecting the law. Specific

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*text features
that students
will find*

*particularly
helpful*

include:

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EXAMPLES and

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POINTS, SAMPLE

ANSWERS, NEW S

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an ideal blend

of classic

black letter

law and

cutting-edge

contemporary

issues and

cases. Today,

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The book's

strong reader

orientation

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*makes the law
accessible,
interesting,
and relevant.
Intriguing
cases, timely
content, and
effective
learning
features are
thoroughly
updated to*

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represent the latest developments in business law. Cases range from precedent-setting landmarks to important recent decisions. Ethical,

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global, e-commerce, digital, and corporate themes are integrated throughout this edition with new features, such as new Digital Update that

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digital
progress is
affecting the
law. Numbered
examples, Case
in Points,
sample
answers, new r
eader-friendly
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exhibits all

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For Dummies
The Complete
Idiot's Guide
to Business*

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Small Business
and the Law

A Graphical
Approach

If You Don't

Like Lemonade,

Stop Buying

Lemons

The A-Z

Encyclopedia
of Food

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Controversies and the Law

Experts discuss

improving job quality

in low-wage industries

including retail,

residential construction,

hospitals and long-term

healthcare, restaurants,

manufacturing, and

long-haul trucking.

Americans work

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harder and longer than our counterparts in other industrialized nations. Yet prosperity remains elusive to many. Workers in such low-wage industries as retail, restaurants, and home construction live from paycheck to paycheck, juggling multiple jobs with variable schedules, few

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benefits, and limited prospects for advancement. These bad outcomes are produced by a range of industry-specific factors, including intense competition, outsourcing and subcontracting, failure to enforce employment standards, overt discrimination,

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outmoded production and management systems, and inadequate worker voice. In this volume, experts look for ways to improve job quality in the low-wage sector. They offer in-depth examinations of specific industries—long-term healthcare, hospitals

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and outpatient care,

retail, residential

construction,

restaurants,

manufacturing, and

long-haul

trucking—that together

account for more than

half of all low-wage

jobs. The book's sector

view allows the

contributors to address

industry-specific

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variations that shape operational choices about work. Drawing on deep industry knowledge, they consider important distinctions within and between these industries; the financial, institutional, and structural incentives that shape the choices employers

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*make; and what it
would take to make
more jobs better jobs.*

*Contributors Eileen
Appelbaum, Rosemary
Batt, Dale Belman,
Julie Brockman,
Françoise Carré, Susan
Helper, Matt Hinkel,
Tashlin Lakhani,
JaeEun Lee, Raphael
Martins, Russell
Ormiston, Paul*

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Osterman, Can

Ouyang, Chris Tilly,

Steve Viscelli

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Accountants delivers

an ideal blend of

classic black letter law

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standard for

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strong reader

orientation makes the

law accessible,

interesting, and

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themes are integrated throughout this edition with new features, such as new Digital Update that shows how digital progress is affecting the law. Numbered examples, Case in Points, sample answers, new reader-friendly Concept Summary Designs and helpful exhibits all

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*work together to ensure
reader comprehension.*

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*The single most
important task for a
prospective franchisee
(or small*

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*businessperson) is to
prepare a realistic cash
flow statement that*

*accurately reflects the
economic potential of a
franchise (business).*

*“How Much Can I
Make?” is an insider’s
guide that provides
historical sales,
expense, and/or profit
data on actual
franchise operations to*

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establish a solid basis for making these critical financial projections. Over 75 financial performance representations, prepared by the franchisors themselves, are included for major industry categories.

The roster of franchisors runs from the McDonald's and

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7-Elevens of the world to several newer, smaller franchises with significantly fewer operating units. Only about 55 percent of franchisors provide this information. Given that franchisors are not allowed to make, or even discuss, any financial projections other than those

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*published in their
franchise disclosure*

*documents, this hard-to-
obtain data is*

*especially useful. In
addition, the author
provides a detailed*

*profile of each
franchisor, its logo,
and detailed*

*worksheets, as well as
his own insights into
making meaningful*

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projections.

*This innovative text
combines clear
explanations with a
wealth of infographics
that visually compare,
contrast, and reinforce
legal concepts.*

*Examples and case
excerpts focus attention
on how the law is being
applied and the logic
behind each ruling.*

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Key Benefits: Logical reasoning and infographics—flowcharts, timelines, figures, and graphs – help students understand on the logical underpinnings of the law as it applies to business. Examples throughout that reinforce understanding and show how the law is

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applied in practice.

Carefully edited

excerpts of real cases.

Self-test review and

exam-prep questions.

The Legal Environment

of Business

Creating Good Jobs

Management and

Operations

Business Law and the

Legal Environment,

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Standard Edition

Business Law: Text &

Cases - Commercial

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4LTR Press solutions give students the option to choose the format that best suits their learning preferences. This option is perfect for those students who focus on the textbook as their main course

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MERCIAL LAW FOR

ACCOUNTANTS is an

adaptation of the

market-leading

Clarkson/Miller/Cross

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textbook. This textbook is suited for the second course in a business law series (commercial law), often a requirement for accounting majors. It covers topics students will see on the CPA exam and delivers an ideal blend of classic black letter law and contemporary cases. The text's strong

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student orientation makes the law accessible, interesting, and relevant with cases that represent the latest developments.

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ENVIRONMENT OF BUSINESS provides a practical introduction to the structure and function of the legal system from the perspective of the professional nonlawyer. While noting our legal heritage, there is a strong emphasis on the nuts and bolts of basic legal rules that most impact business today.

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This popular text effectively adapts a traditional case focus for the unique needs of business students.

Incorporating clear and concise coverage of a wide range of up-to-date topics, the twelfth edition of this trusted text introduces key points of law through business-specific examples and realistic

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scenarios that students can appreciate. The authors' readable style complements their extensive knowledge of domestic and international business to make the text both an exceptional teaching tool and a favorite among instructors and students alike.

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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

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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

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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

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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 financial decision of your life.

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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

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*mystery and secrets
behind how deals are
really done that only
the insiders know.*

*With this book, the
process is demystified
with step-by-step
practical examples,
tools, and tips that are
easy to follow and
apply. Whether you
are ready to search
for the right business,*

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*obtain financing, or
determine the value
of what you want to
buy, Grunau
carefully guides you
every step of the way.
It's time to stop sitting
on your hands; it's
time to Own Your
Future.*

*You think you have a
beautiful business
that you feel is*

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*replicate-able across
the state you live in,
across the country, or
across the world. Is
the way you created
your business model
really scale-able? Can
you “replicate
yourself” and create a
franchise that is
teach-able and that
offers a clear picture
of your concept to the*

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market?

*Entrepreneurs across
the world create
amazing new models
and platforms every
day, but not all of
them are scale able as
a franchise model.
Franchising is one of
the fastest and most-
viable distribution
platforms in the
world, and an*

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*incredible experience
for new franchisors
who are able to give
of themselves to
package, train, and
provide ongoing
coaching and support
for their creation,
allowing amazing
“operators” in the
form of franchisees
to benefit from their
franchise offering.*

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But is your model really the one they should be investing in? And are you as good at building a franchise team as you are running your beautiful business at the unit-level?

Franchise consultant and Franchise Science CEO Harold Miller places your mind into

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*the preparation and
execution in a point-to-
point franchise*

*development to focus
on the people, the
methods, and the
phases of franchising
your business model
and the key questions
to ask yourself along
with way by actually
taking you through a
full development with*

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your own model in

mind. There are a

number of great

franchise books

which talk a lot about

past successes of

various models and

offer a useful history

of franchising.

Replication: The Art

and Science of

Franchising Your

Business focuses on

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how to think about the option of franchising today, and how various fundamentals will shift during the current labor and management marketplace. Knowing how to prepare and what questions to ask yourself phase-by-phase can solve a lot of problems and save

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*a lot of wasted capital
by making better
decisions on both the
“if” and the “how”
of franchising your
business model.*

*Essentials of Business
Law*

*The Essential
Business Desk*

Reference

Entrepreneurship:

Theory, Process, and

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Practice

Benchmarks,

Perspectives and

Consequences

Home-Based Business

For Dummies

Cengage Advantage

Books: Business Law:

Text and Cases - The

First Course

Expert tips and advice
on starting a home-
based business

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Starting your own home-based business is a great way to supplement your income in these tough economic times. With thirty percent new and revised material, Home-Based Business For Dummies, 3rd Edition gives you the most current and up-to-date information you need to navigate your

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way through the whole process. You'll get trusted and creative advice on how to start being your own boss, bringing in a steady paycheck, and running a business you'll enjoy. Complete coverage of legal and financial aspects of a home-based business Effective advertising and promotional

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strategies that won't
break the bank Tips
and information you
need to make your
business profitable
Advice on outfitting
and running a home
office Whether you've
been affected by
downsizing in these
uncertain times or are
just looking to earn
some extra cash, Home-
Based Business For

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Dummies, 3rd Edition shows you how to avoid scams and truly start working from home for profit.