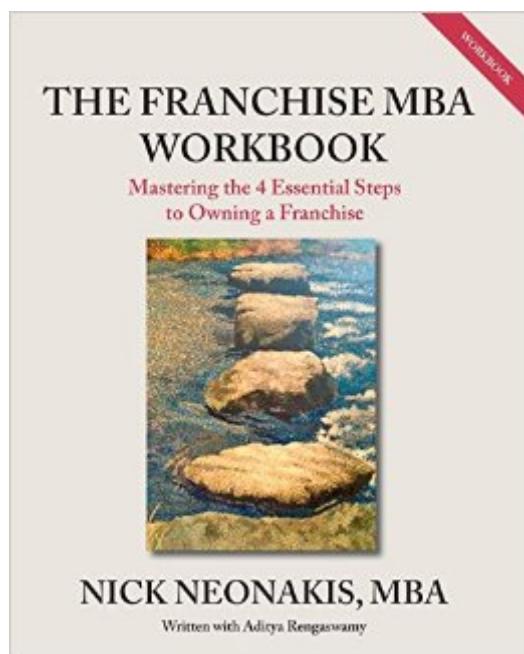


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# The Franchise MBA Workbook: Mastering The 4 Essential Steps To Owning A Franchise



## Synopsis

The secret to owning the right franchise business is no secret if you understand what it takes to succeed. The single most important factor is preparation. This book will help with your preparation. Designed to help busy professionals understand and apply the concepts and methodologies essential to accurate franchise analysis, this workbook enables readers to test their knowledge and comprehension of the tools and techniques described in the *The Franchise MBA* before putting them to use in real world situations. This informative study guide contains carefully constructed exercises with detailed solutions, as well as specific learning outcomes and franchise component overviews. Internationally renowned franchise authority and author Nick Neonakis presents a personal hands-on companion to the landmark book *The Franchise MBA* â “ Mastering the Four Essential Steps to Owning a Franchise, which has become a guide book for individuals, families, and businesses around the world. The success of his principle-centered philosophy of investigating franchise business is based upon his years of real world franchise experience. Now, with *The Franchise MBA Workbook*, you can further explore and understand this tried-and-true approach to finding the perfect franchise through a wide range of thought provoking exercises. With the same clarity and assurance Neonakisâ™ fans have come to appreciate, this individualized workbook helps readers to fully internalize the 4 Steps approach to finding the ideal franchise through private and thought-provoking exercises, whether they have owned a franchise or not. This workbook offers solutions to both personal and professional questions by promoting and teaching emotional intelligence, integrity, financial honesty, and goal setting. An engaging companion to the renowned classic, *The Franchise MBA Workbook* will help readers set goals, understand franchising, and create a path to self-sufficient independence.

## Book Information

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## Customer Reviews

The Franchise MBA and this accompanying workbook were the best resources I have found in my franchise search, and I have read or skimmed them all. Working through this workbook and reading the companion book has saved me hours and hours of time and confusion as I look for the right franchise. The best money I have spent in my franchise search process by far. Highly recommended.

Reading this with The Franchise MBA has allowed me to improve my franchise exploration process and have a clear guideline of how to search for the right franchise. I truly look forward to comparing my options, examining my financial picture and outlook, and making this business model come alive and bring me success. We need more books like these- informative, concise, and practical.

This book is simply an organizational tool for buying and understanding a franchise, but it does so in a very different fashion. I love the tid-bits of knowledge thrown in to supplement what this tool provides. Definitely worth a buy for those pursuing this lifestyle, and I love the military history that was molded in.

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