



The Franchise Handbook: A Complete Guide to All Aspects of Buying, Selling or Investing in a Franchise

By Kevin B. Murphy

Atlantic Publishing Co, United States, 2006. Paperback. Book Condition: New. 224 x 152 mm. Language: English . Brand New Book. This introductory guide explains the fundamentals of the franchise system and helps prospective franchisees and franchisers understand the benefits it affords to both parties. Eighteen chapters cover such topics as estimating start-up costs, conducting a market analysis, managing employees, expanding operations, and franchising an existing business.

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