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The Educated Franchisee

The How-to Book for Choosing a Winning Franchise

Hillcrest Publishing Group

There is nothing more expensive than ignorance – let The Educated Franchisee serve as your guide for selecting a franchise that meets your needs!

Restaurant Franchising

Concepts, Regulations and Practices, Third Edition *CRC Press*

This book is the only up-to-date book of its kind that will provide an introduction to franchising, its pros and cons, and other aspects pertinent to restaurant franchises. It is the only guide to franchising written exclusively for food service professionals and is an indispensable resource for anyone wishing to break into one of today's most dynamic service industries. Since the late 1800s, when the idea was first conceived, the restaurant franchise has become a worldwide phenomenon. Opportunities abound for restaurateurs and food service professionals with the know-how to dive into and stay afloat in the growing, ever-changing sea of franchise operations. With the help of vignettes and case histories, this completely updated new edition to Restaurant Franchising explains operate a successful franchise, from developing a winning franchise concept to demystifying the legal intricacies of franchise agreements. Topics include: What is franchising? Franchising pros and cons Selecting the franchise that fits your style and goals Finding financial backing

Understanding franchise agreements State franchise rules and regulations Developing healthy franchisor/franchisee relationships International franchising Unconventional franchises This book is suitable for classroom use, and an accompanying online instructor's manual is available as a teaching resource for instructors. It includes a template of a syllabus to fit one semester within an academic calendar, and each chapter's contents are highlighted starting with the chapter's objectives. Objectives are designed so that after reading and studying each chapter, the student should be able to complete specific knowledge components. Key teaching elements and points are listed for each chapter, with special emphasis on definitions and terminology. References and other sources for further information are also provided. At the end of each chapter within this book, there is a case study, for which discussion questions are listed. Possible topics for class assignments and field studies are suggested in the instructor's manual. In addition, almost 200 PowerPoint slides are provided for each chapter. Overall this manual is designed to provide teaching aids that will help in making lectures a more productive, interactive, and interesting learning experience for students. Readers will get practical, first-hand information that will be extremely useful to hospitality academicians and students, as well as corporations that are franchisors and other related restaurant corporations. It will be a valuable book for entrepreneurs and those interested in owning a franchise.

Asia's TOP Investments & Franchise To Make Your First Million *Asia's TOP*

Entrepreneurship: Ideas in Action *Cengage Learning*

Students today realize becoming a business owner is a career option. ENTREPRENEURSHIP: IDEAS IN ACTION 5E provides students with the knowledge needed to realistically evaluate their potential as a business owner. This text encourages students to examine all the major steps involved in starting a new business: Ownership, Strategy, Finance, and Marketing. As students complete the chapters, they develop a business plan and learn what it takes to get an entrepreneurial venture off to a good start. Market research, budgeting, selecting a business location, and financing the business are covered using real-life examples that students can relate to. Information on online research, including online business planning, is also included. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Introduction to Business

Introduction to Business covers the scope and sequence of most introductory business courses. The book provides detailed explanations in the context of core themes such as customer satisfaction, ethics, entrepreneurship, global business, and managing change. Introduction to Business includes hundreds of current business examples from a range of industries and geographic locations, which feature a variety of individuals. The outcome is a balanced approach to the theory and application of business concepts, with attention to the knowledge and skills necessary for student success in this course and beyond.

Franchising in America

The Development of a Business Method, 1840-1980 *UNC Press Books*

Using a series of case studies from five industries, Dicke analyzes franchising, a marketing system that combines large and small firms into a single administrative unit, strengthening both in the process. He studies the franchise industry from the 1840s to the 1980s, closely examining the rights and obligations of both the parent company and the franchise owner. Originally published in 1992. A UNC Press Enduring Edition -- UNC Press Enduring Editions use the latest in digital technology to make available again books from our distinguished backlist that were previously out of print. These editions are published unaltered from the original, and are presented in affordable paperback formats, bringing readers both historical and cultural value.

Business Franchise Guide

Entrepreneurial New Venture Skills *Routledge*

As business schools expand their entrepreneurship programs and organizations seek people with entrepreneurial skills, it has become clear that the skills and mindset of an entrepreneur are highly valued in all business contexts. This latest edition of Entrepreneurial New Venture Skills continues to focus on helping students develop entrepreneurial skills, whether they seek to become entrepreneurs or employees. Focusing on the entrepreneurial start-up process, the third edition of Entrepreneurial New Venture Skills takes the reader through the steps of selecting, planning, financing, and controlling the new venture. The authors cover multiple forms of new ventures, as

well as ways to utilize entrepreneurial skills in other contexts, encouraging students to engage with the material and apply it to their lives in ways that make sense for them. Skill development features include: Entrepreneurial profiles of small business owners Personal applications for students to apply questions to their new venture or a current business Global and domestic cases Elevator pitch assignments, which put students in the venture capitalist position Application exercises and situations covering specific text concepts Business plan prompts to help students construct a business plan over the course of a semester Featuring pedagogical tools like review questions and learning outcomes, and a full companion website that expands upon skill development and offers instructor resources, the third edition of Entrepreneurial New Venture Skills is the perfect resource for instructors and students of entrepreneurship.

Business Law and the Legal Environment, Standard Edition *Cengage Learning*

Discover the business law book you'll actually enjoy reading. Time after time, readers like you have commented that this is the most interesting introduction to law they've ever read. BUSINESS LAW AND THE LEGAL ENVIRONMENT, STANDARD EDITION, 8E is packed with current examples and real scenarios that bring law to life for today's business learner or professional. Extremely reader-friendly, this engaging presentation uses conversational writing to explain complex topics in easy-to-understand language. Memorable real-world stories help the authors illustrate how legal concepts apply to everyday business practice. This edition emphasizes the digital landscape with new

information on privacy and intellectual property. An updated ethics chapter offers a practical approach, using the latest research to explain why people make unethical decisions. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Successfully Buy Your Franchise

Rogerson Business Services

If you are considering business ownership there are three options available to you. Start your own business from scratch, buy an existing business or buy the rights to a franchise in your local market. This 144 page guide is for those who are considering buying a franchise. The processes can be very confusing and demanding trying to work out the many variables such as which franchise to buy, what franchises are available, what is the initial cost, how much are the royalties and any other ongoing costs and which legal entity to use. It also looks at getting a loan, what the Franchisor provides, your role, how much and what sort of support you get. This guide covers all these questions and many more. If you are serious about buying a franchise this guide will walk you through the steps and provide the answers for you from the initial steps to opening the doors of your business while answering all your questions so you do things from a position of strength. For more information visit: <http://www.businesstransactionbooks.com>

The Portable MBA in Entrepreneurship Case Studies *John*

Wiley & Sons

The crucial link between theory and practice In *The Portable MBA in Entrepreneurship Case Studies* you'll meet people who have used the business theories and practices presented in *The Portable MBA in Entrepreneurship* to start and run their own entrepreneurial ventures. You'll get a real sense of what it takes to conceive, develop, finance, and operate a business, and how particular elements, such as business plans and financial forecasts, function in the real world. These case studies cover a broad variety of service and product industries: retail, wholesale, mail order, and Internet. You'll discover the trials and rewards of starting a travel agency, launching a new glass-cleaning product, setting up a fashion Web site, and selling women's hosiery through direct mail. Other studies cover ventures in the computer industry, the restaurant business, automobile service franchising, and business consulting. Each case study is illustrated with exhibits -- financial statements, business plans, sample contracts, and more -- and many are supplemented with end-of-chapter questions that help you analyze the viability of each entrepreneurial venture and test your ability to respond to the challenges you'll face in pursuit of your own entrepreneurial dreams.

Small Business Management *Cengage Learning*

Realize your dream for small business success with this market-leading book. *SMALL BUSINESS MANAGEMENT: LAUNCHING AND GROWING ENTREPRENEURIAL VENTURES*, 17E provides the practical concepts, entrepreneurial insights, and comprehensive resources you'll find essential both now and throughout your

management future. *SMALL BUSINESS MANAGEMENT* delivers solid coverage of the fundamentals of business 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, 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 effectively create, manage, and analyze a plan for your own venture. Unforgettable examples, exciting video cases, and coverage of the most current developments in business 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 and breakthrough developments. *SMALL BUSINESS MANAGEMENT: LAUNCHING AND GROWING ENTREPRENEURIAL VENTURES*, 17E offers the insights and practical principles that you'll reference again and again throughout your business career. Available with InfoTrac Student Collections <http://go.cengage.com/infotrac>. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Franchise Your Business

The Guide to Employing the Greatest Growth Strategy Ever *Entrepreneur Press*

Franchise Your Growth Expert franchise consultant Mark Siebert delivers the ultimate how-to guide to employing the greatest growth strategy ever—franchising. Siebert tells you what to

expect, how to move forward, and avoid costly mistakes as he imparts decades of experience, insights, and practical advice to help grow your business exponentially through franchising. Learn how to: Evaluate your existing businesses for franchisability Identify the advantages and disadvantages of franchising Develop a business plan for growth on steroids Evaluate legal risk, obtain necessary documents, and protect intellectual property Create marketing plans, build lead generation, and branding for a new franchise Cultivate the franchisee-franchisor relationship

Small Business Management

Creating a Sustainable Competitive Advantage *SAGE Publications*

Now with SAGE Publishing, Timothy S. Hatten's Seventh Edition of *Small Business Management* equips students with the tools they need to navigate the important financial, legal, marketing, managerial, and operational decisions to help them create and maintain a sustainable competitive advantage in small business. Strong emphasis is placed on application with Experiential Learning Activities and application of technology and social media throughout. New cases, real-world examples, and illuminating features spotlight the diverse, innovative contributions of small business owners to the economy. Whether students dream of launching a new venture, purchasing a franchise, managing a lifestyle business, or joining the family company, they will learn important best practices for competing in the modern business world. This title is accompanied by a

complete teaching and learning package. Contact your SAGE representative to request a demo. Digital Option / Courseware SAGE Vantage is an intuitive digital platform that delivers this text's content and course materials in a learning experience that offers auto-graded assignments and interactive multimedia tools, all carefully designed to ignite student engagement and drive critical thinking. Built with you and your students in mind, it offers simple course set-up and enables students to better prepare for class. Learn more. Assignable Video with Assessment Assignable video (available with SAGE Vantage) is tied to learning objectives and curated exclusively for this text to bring concepts to life. Watch a sample video on advice for new business owners. LMS Cartridge Import this title's instructor resources into your school's learning management system (LMS) and save time. Don't use an LMS? You can still access all of the same online resources for this title via the password-protected Instructor Resource Site. Learn more.

Encyclopedia of New Venture Management *SAGE Publications*

New venture management requires all the skills obtained within the typical MBA program, and then some. While those entering traditional management positions within established companies might expect to find established customers, a degree of predictability, formalized procedures, and earnings that may be taken more-or-less for granted, new ventures often are launched into highly dynamic environments characterized by rapid technological change, inherent unpredictability, and an uncertain cash flow. Such ventures often require rapid growth to succeed.

While new ventures offer those who initiate them a high degree of independence, excitement, and potential for great reward, they also bring high risk, stress, and greater potential for failure. Thus, it takes a special set of skills, techniques, and temperament to succeed. These skills, along with the potential risks and rewards and environmental settings and characteristics, are explored in the Encyclopedia of New Venture Management. Features & Benefits: 150 carefully selected signed entries (each with Cross References and Further Readings) are organized in A-to-Z fashion to give students easy access to the full range of topics in new venture management. A thematic Reader's Guide in the front matter groups related entries by broad topical and thematic areas to make it easy for users to find related entries at a glance, with themes that include "Entrepreneurial Decision Making," "Corporate Entrepreneurship," "Entrepreneurial Marketing," "Leadership & Human Resources," "Financing & Development," and more. In the electronic version, the Reader's Guide combines with a detailed Index and the Cross References to provide users with robust search-and-browse capacities. A Chronology in the back matter helps students put individual events into broader historical context. A Glossary provides students with concise definitions to key terms in the field. A Resource Guide to classic books, journals, and web sites (along with the Further Readings accompanying each entry) helps guide students to further resources for their research journeys. An appendix includes the report, "The State of Small Business."

Small Business

An Entrepreneur's Business Plan *South-Western Pub*

This book is a guide to small business enterprise, helping the student to identify opportunities, needs and target customers ... The goal of the text is to assist the reader in preparing a business plan that will set the course for their future small business endeavors.

Financial Performance Representations

The New and Updated Earnings Claims *American Bar Association*

This book sheds light on all aspects of earnings claims, including defining what an earnings claim really is, the origins of its regulation under the franchise disclosure laws, how a franchisor should prepare an earnings claim, how a franchisee should use an earnings claim, how a franchisee may attack lawful and unlawful earnings claims, how a franchisor may defend against such attacks, and how the government franchise enforcement authorities, investigate unlawful earnings claim activity.

Become a Franchise Owner!

The Start-Up Guide to Lowering Risk, Making Money, and Owning What you Do *John Wiley & Sons*

The definitive A-to-Z guide to researching, selecting, and starting a viable franchise business With more and more professionals looking for alternatives to traditional corporate employment, *Become a Franchise Owner!* informs would-be franchise owners of the joys and perils of purchasing a franchise. Authored by a

trusted, feisty, tell-it-how-it-is independent franchise industry insider, this book offers straightforward, step-by-step tips and advice on how to properly (and carefully) research and select a franchise business. Get tips on how to locate information about franchises, current industry trends, interviews with franchisors, and hot franchise opportunities. Offers a self-evaluation to discover if you are "franchise material" Describes how to choose the right franchise for your specific situation Lists the 40 crucial questions to ask current franchise owners Owning a franchise isn't for everyone; in fact, as Joel Libava says, "it's really not for most people." But if it is for you, this book can guide you in starting your own successful franchise business.

BUSN *Cengage Learning*

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The A-Z Encyclopedia of Food Controversies and the Law *ABC-CLIO*

This two-volume set is a broad compendium of the law, policies, and legal influences that affect the food on our plates today. * Alphabetically arranged entries describe topics related to the intersection of law and food * An appendix offers examples of legislation, court cases, regulations, and international treaties related to food * A timeline shows the development of the law of

food in the United States * A bibliography lists additional materials for reference

The Legal Environment of Business *Cengage Learning*

THE LEGAL 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. 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 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. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Start Up a Business Digital Book Set *John Wiley & Sons*

Franchise

Freedom Or Fantasy? *iUniverse*

This book is a must-read for anyone who is considering owning a franchise. Business ownership is a life-changing event that must be carefully considered and this book is a great first step. Angie

Shaw, *The Entrepreneur's Source* As the American economic landscape shifts, seasoned corporate executives are looking at independent business ownership as a way to secure and control their futures, and franchised businesses are growing in their appeal. But pouring a large amount of money into a franchise does not guarantee success. In this book, you'll find out: How to determine if you can succeed as a franchise owner; What dangerous pitfalls to avoid as a buyer; The potential rewards of owning your own business; Whether or not the numbers make sense; Ways to raise money for your venture; And much more! If you are tired of the corporate world and want to escape the rat race, then let Mitchell York, a successful franchisee and professional certified coach, guide you through the many steps involved in deciding whether or not to buy a franchise and how to do it right. As the former president of LendingTree Inc. and other major companies, he now owns a profitable and growing franchised business, and he's sharing his secrets for success in Franchise: Freedom or Fantasy?

Never Too Old to Get Rich

The Entrepreneur's Guide to Starting a Business Mid-Life

John Wiley & Sons

Start a successful business mid-life When you think of someone launching a start-up, the image of a twenty-something techie probably springs to mind. However, Gen Xers and Baby Boomers are just as likely to start businesses and reinvent themselves later in life. *Never Too Old to Get Rich* is an exciting roadmap for anyone age 50+ looking to be their own boss and launch their

dream business. This book provides up-to-date resources and guidance for launching a business when you're 50+. There are snappy profiles of more than a dozen successful older entrepreneurs, describing their inspirational journeys launching businesses and nonprofits, followed by Q&A conversations, and pull-out boxes containing action steps. The author walks you through her three-part fitness program: guidelines for becoming financially fit, physically fit, and spiritually fit, before delving more deeply into how would-be entrepreneurs over 50 can succeed. • Describes how you can find capital to start your own business • Offers encouraging stories of real people who have become their own bosses and succeeded as entrepreneurs • Written by PBS Next Avenue's entrepreneur expert, Kerry Hannon • Teaches you how to start your own business *Never Too Old to Get Rich* is the ideal book for older readers looking to pursue new business ventures later in life.

Distribution Law of the United States

Juris Publishing, Inc.

Distribution Law of the United States has extensive discussions of the various methods for distribution and applicable laws, including locating and recruiting distributors, UCC Article 2, product liability, product warranties, trade regulation, antitrust considerations, the intellectual property laws -- patent, trade secret, and copyright -- which have varying degrees of importance in product distribution, and an extensive treatment of trademark law and labeling, which are almost always important in product distribution. The text also has brief discussions of other

areas of law that are relevant to product distribution, including United States import regulation. Sample forms are provided in the Appendix.

The Unofficial Guide to Opening a Franchise *John Wiley & Sons*

The inside scoop... for when you want more than the official line! So you dream of escaping the 9-to-5 rat race, starting your own business, and becoming your own boss, but you don't have a clue where to start. Opening a franchise-based business can lower your start-up costs and reduce the time, hassle, and risk associated with getting a new business operational. A franchise offers training, support, a proven business model, and the closest thing possible to a turnkey solution for achieving success. There are more than 3,000 different franchise opportunities in more than seventy-five industries, including packaging and shipping, tax preparation, maid service, fitness, car care, and more. Featuring exclusive, in-depth interviews with a wide range of franchising experts, this book gives you a first-hand perspective plus valuable tips and strategies for success. It provides the guidance you need to choose the right franchise, select a prime location, market your business, and get it up and running efficiently. You'll learn all about financing, essential business skills, hiring and managing employees, working with suppliers, and even preparing for your grand opening. This guide includes: Vital Information on things to look for when evaluating franchise opportunities--and where to look Insider Secrets from successful franchisors, franchisees, and franchise consultants Money-Saving Techniques such as using a franchise attorney to help you review

the UFOC (Uniform Franchise Offering Circular) and finalize your Franchise Agreement The Scoop on the latest trends, plus profiles of the top twenty-five franchises in America Handy Worksheets to help you examine your goals and opportunities, evaluate financing options, develop a realistic business plan, and more

Buying a Franchise - Is it Right for Me? *Lulu.com*

Considering a franchised business? Find out today if you are a good fit for franchising with this short and easy to read handbook. Cultivated from nearly 30 years in the franchise business - Lonnie has assembled the 10 most common assumptions and mistakes that people make while considering a franchised business. Save yourself time, effort, and money by finding out if franchising is for you! Includes a special bonus section for military veterans!

The Cornell School of Hotel Administration on Hospitality

Cutting Edge Thinking and Practice *John Wiley & Sons*

This cutting edge and comprehensive book—with contributions from the star faculty of Cornell University's School of Hotel Administration—offers the latest thinking on the best practices and strategies for hospitality management. A must for students and professionals seeking to enter or expand their reach in the hospitality industry, The Cornell School of Hotel Administration on Hospitality delivers the authoritative advice you need to: Develop and manage a multinational career and become a leader in the hospitality industry Maximize profits from franchise agreements, management contracts, and leases Understand and predict customer choices, and motivate your staff to provide outstanding

service Manage hospitality businesses and the real estate underlying the businesses Control costs, coordinate branding strategy, and manage operations across multiple locations

Franchising Demystified

The Definitive Franchise Handbook. *FriesenPress*

Whether you are considering getting into a franchise, or have made the commitment, Franchising Demystified provides you with a deep understanding of the franchisee-franchisor relationship. This definitive franchise handbook provides you with the tools to effectively assess the right franchise opportunity for you and then maximize your return on investment. Loaded with practical tips, Franchising Demystified helps you: - Identify the best franchise opportunities - Determine if franchising is right for you - Fully understand your rights under the license model - Improve and build upon the franchisee-franchisor relationship - Succeed and grow a successful, profitable business Real-life examples let you learn from other people's mistakes and experiences. Franchising Demystified is a must read for anyone considering buying a franchise or currently a franchisee ..

Buying a Franchise

The investment required to license a franchise is a substantial sum. The results can be tremendously lucrative, providing both financial and professional independence, but there are also plenty of potential pitfalls. Better Business Bureau's Buying a Franchise: Insider's Guide to Success is packed with essential information, including worksheets, checklists, and charts.

Experienced entrepreneurs from the Better Business Bureau guide investors from selecting a franchise to negotiating a contract to techniques for managing a profitable business.

The Small Business Encyclopedia

Essentials of Business Law *Cengage Learning*

Discover the business law book you'll actually enjoy reading. Time after time, readers like you have commented that this is the most interesting introduction to law they've ever read. ESSENTIALS OF BUSINESS LAW, 6th EDITION is packed with current examples and real scenarios that bring law to life for today's business learner or professional. Extremely reader-friendly, this engaging presentation uses conversational writing to explain complex topics in easy-to-understand language. Memorable real-world stories help the authors illustrate how legal concepts apply to everyday business practice. This edition emphasizes the digital landscape with new information on privacy and intellectual property. An updated ethics chapter offers a practical approach, using the latest research to explain why people make unethical decisions. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Consumer Economics

Issues and Behaviors *Routledge*

From identity theft to product recalls, from what we once thought of as unshakeable institutions to increasing concerns about

sustainability, consumer issues are an integral part of modern life. This fully updated third edition of Consumer Economics offers students an accessible and thorough guide to the concerns surrounding the modern consumer and brings to light the repercussions of making uninformed decisions in today's economy. This definitive textbook introduces students to these potential issues and covers other key topics including consumer behavior, personal finance, legal rights and responsibilities, as well as marketing and advertising. Combining theory and practice, students are introduced to both the fundamentals of consumer economics and how to become better-informed consumers themselves. Highlights in this new edition include: New Critical Thinking Projects feature to encourage students to develop their critical thinking skills through analysing consumer issues. Expanded coverage of social media and the impact of social influence on consumers. Revised Consumer Alerts: practical advice and guidance for students to make smart consumer decisions. A new Companion Website with a range of presentation materials and exercises related to each chapter. Fully updated throughout, this textbook is suitable for students studying consumer sciences – what works, what doesn't, and how consumers are changing.

Management *South-Western Pub*

The Seventh Edition of this market leading text continues to raise the standard through its cutting-edge presentation of managerial thought, carefully developed applications, and innovative technology components. Richard Daft seamlessly integrates the topic of this edition, managing in turbulent times, with traditional

management concepts to show what influences and guides managerial action in today's organizations. To illustrate the conceptual material and engage the learner, Daft includes diverse examples, exercises, and applications in every chapter. Through each edition, Management has continued to build an outstanding reputation with instructors for its quality, topic selection, applications, and authorship. The number one text on the market, it is renowned for its strong content, the quality of its examples, its readability and its numerous applications that reinforce concepts and involve users. Some hallmark features include Management in Practice exercises, Concept Connection photo essays, and Manager's Shoptalk boxes.

Entrepreneur

Start Small FINISH BIG

Fifteen Key Lessons to Start and Run Your Own Business

Mandevilla Press

At age seventeen Fred DeLuca borrowed \$1,000 from a friend and started SUBWAY(R). Today, with more than 38,000 stores in one hundred countries and annual sales exceeding \$16.6 billion, Fred DeLuca's SUBWAY is a success story with a message... START SMALL FINISH BIG Publishers Weekly Review: DeLuca was only 17 when he started what is now the Subway restaurant chain in 1965; he needed money to attend college and a friend offered to back him with \$1,000 to start a sandwich shop in Bridgeport, Conn. That beginning led DeLuca to an enormously successful career: in addition to being president of the chain, he

runs MILE, a nonprofit organization that offers loans to entrepreneurs. According to DeLuca, there are 15 essential principles for anyone starting a small business, some of which, DeLuca confesses, he learned the hard way (he had never made a submarine sandwich before opening day of his first shop). Among these pillars: Believe in Your People; Never Run Out of Money; Keep the Faith; and Profit or Perish. DeLuca uses his own business experience as well as that of other successful entrepreneurs. A e.g., the founders of Kinko's and Little Caesar's. In addition to those of less well-known business people. Written in a conversational style, the advice isn't especially original or creative. However, would-be millionaires who are sitting at their kitchen table wondering if they should take that big step and start a business will find the book both instructive and inspirational. Agent, Bob Diforio. Library Journal DeLuca, co-founder in 1965 of SUBWAY Restaurants and founder in 1996 of the Micro Investment Lending Enterprise (MILE), a nonprofit organization making microloans to entrepreneurs/microentrepreneurs, has written this humorous, down-to-earth guide to success as a small business owner. Coauthor Hayes is a writer (Computer Architecture and Organization, 1998), public speaker, and business trainer. Each chapter describes one of DeLuca's 15 key lessons and is illustrated with a real-life case study. None of the people in these cases is a household name, but businesses such as Kinkos, Little Caesars, and SUBWAY are. DeLuca doesn't claim that his guides form a master plan for success, but he optimistically believes that anyone can become Bill Gates, Lillian Vernon, or Henry Lay and

that his lessons will increase the chances. His book also promotes and supports MILE, and the last chapter and appendix are devoted to information about it and its programs. Recommended for most small business collections. Susan C. Awe, Univ. of New Mexico Lib., Albuquerque

The Economics of Franchising *Cambridge University Press*

This 2005 book describes in much detail both how and why franchising works. It also analyses the economic tensions that contribute to conflict in the franchisor-franchisee relationship. The treatment includes a great deal of empirical evidence on franchising, its importance in various segments of the economy, the terms of franchise contracts and what we know about how all these have evolved over time, especially in the US market. A good many myths are dispelled in the process. The economic analysis of the franchisor-franchisee relationship begins with the observation that for franchisors, franchising is a contractual alternative to vertical integration. Subsequently, the tensions that arise between a franchisor and its franchisees, who in fact are owners of independent businesses, are examined in turn. In particular the authors discuss issues related to product quality control, tying arrangements, pricing, location and territories, advertising, and termination and renewals.

Introduction to Franchising

The Ftc Franchise Rule *American Bar Association*

The Franchise Law Review