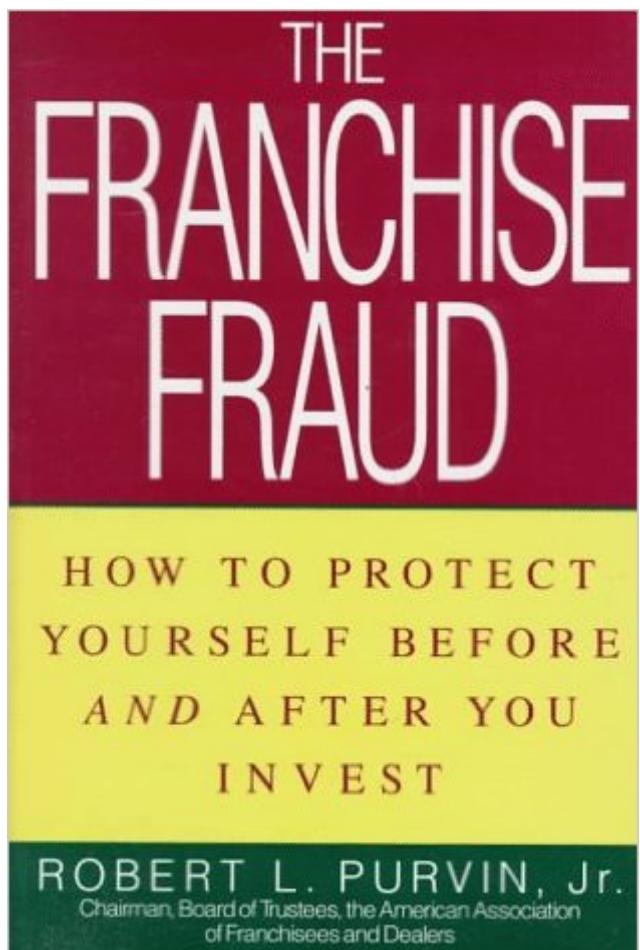


The book was found

Franchise Fraud: How To Protect Yourself Before And After You Invest



Synopsis

A primer on the promises and perils of franchising. Now in paper! It's big business, accounting for one-third of America's retail revenue. But franchising is still a risky propositionâ "at least for the franchisee. This resource exposes the frauds and abuses too many companies perpetrate on their franchiseesâ "everything from unfulfilled pledges of promotional support to oversaturating the market with outlets. It helps potential franchise owners avoid being victimized by explaining, in specific detail, what to look for, what questions to ask, and what agreements to make before signing a contract. Robert Purvin also reveals how to identify and take advantage of the worthwhile franchising opportunities available today. ROBERT PURVIN, JR. (San Diego, California) is an attorney who is an expert on franchising and franchise law. He is Chairman of the American Association of Franchisees and Dealers.

Book Information

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Customer Reviews

I have been investigating a variety of franchises, and it can be time consuming. The franchise disclosure documents are typically several hundred pages long. During that process, I started to realize that the franchise contracts all seemed to be very similar in content, and extremely one-sided in favor of the franchisor. I began to feel like there was no way in h@ll I was going to be able to sign one of these contracts. I went online to find out if I was wrong, or right about what I was detecting in the contracts. That's when I learned about the existence of this book. The book confirmed exactly what I was feeling, and added a lot more important information which I didn't know. One significant

bit of information was that the often repeated statistic about the relative success rates for start-up businesses, compared to franchises, is completely bogus. Franchises have a very high rate of failure, as do the Franchisors themselves. The method of gathering the data used for the statistics is extremely flawed. It's a bogus statistic. There are two significant flaws with the book, which is why I only give it 4 stars. But I still recommend you buy it. 1) The book was originally published in 1994. It was apparently revised in 2008, but there is very little evidence of that. There are many, many examples in the book where it says something like "by the year 2000, it is expected that blah blah blah". That being said, when comparing the content of the book, to my current experience in investigating a variety of franchises, I would have guessed that the book was written last year. The problems in the franchising industry are still very prevalent, and perhaps worse now. The book tells you why that is. 2) The book is extremely redundant.

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