



# Franchising: Pathway to Wealth Creation (paperback)

*Stephen Spinelli Jr., Robert Rosenberg, Sue Birley*

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*Franchising: Pathway to Wealth Creation* is franchising as true entrepreneurship, for every potential franchisor and franchisee ready to generate large-scale wealth. Authors include the entrepreneur who built the world's largest system of Jiffy Lube franchises, the executive who grew Dunkin' Donuts by 1,000%, and the franchising expert at the world's #1 franchise bank lender. This remarkable team covers every step from assessment through cashing out, every element of the product/service delivery system, and every facet of the franchisee/franchisor relationship.

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