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## YP6D83 - LOGAN JAYVON

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Wade's Story is true. I am sharing it for the glory of God and so that others who are struggling with trials and suffering in their lives will be comforted and encouraged. The timeline is primarily 1996 to 2001, during which our family, church, friends, and community came together in love and support for our son, Wade Altman. At only nine years of age, during a normal, rambunctious, and mischievous childhood, Wade began having symptoms. Our shock at this turned into an aggressive search for treatment and a need to reach God for healing. My precious wife, Lisa, already a prayer warrior, turned the volume on high! As for me, I returned to Jesus on my face before Him at the altar. There was nowhere else to go. Wade bravely faced our decision for his care, as did our courageous daughter, Blakely. This writing is also a testimony of the power of prayer as you will read about many miracles, before, during, and after the transplant and even to this day. I believe we can add two passages of scripture to the summary of Wade's Story And we know that in all things God works for the good of those

who love Him, who have been called according to His purpose. (Romans 8:28) Trust in the Lord with all your heart and lean not on your own understanding. (Proverbs 3:5)

Written specifically to help lawyers and non-lawyers brush up on franchise law, this respected publication - now in its fourth edition - is charged with useful definitions, practical tips, and expert advice from experienced franchise law practitioners. This practical guide examines franchise law from a wide-range of experiences and viewpoints. Each chapter is written by two experienced practitioners to provide a well-rounded guide to the fundamentals of franchise law and key issues in the practice, including trademark law; structuring the franchise relationship; disclosure issues; registration; franchise relationship laws; antitrust law; counseling franchisees; and more.

"Rarely do you come across a book that provides hands on practical advice in every chapter. Bill's real life experiences as an entrepreneur, CEO, and business broker leave the reader with a blueprint for business acquisitions. Ivory tower theory is not going to go a long way in an acquisition, one needs to get down in the

trenches as Bill explains chapter by chapter." -Karl Fava, Principal, Business Financial Consultants "Bill's polished style of writing reflects a common sense approach to buyer and seller concerns through the acquisition and divestiture process. A must read for first-time buyers and sellers of privately held businesses." -Glenn Haddad, Corporate Trainer and Business Intermediary "I couldn't recommend a more salient primer for persons interested in purchasing a business. Bill Grunau distills the complexities of the purchase and sale of businesses into a plain English and common sense-format that will allow inexperienced buyers or sellers to confidently spot and navigate potential minefields in the transaction. Undoubtedly, the book can allow its reader to make better decisions-ones that will lead to successful results, profitability and peace of mind!" -Thomas Lombardi, Founding Partner, Palmer, Lombardi, Donohue Law Firm Learn the ins and outs of buying privately held businesses and take the first step to accomplishing your dreams and becoming a success in Own Your Future. William Grunau, a corporate executive and entrepreneur with decades of experience, explains how you, too, can become your own boss. In this comprehensive guide on owning your own future, you'll learn: How to finance an acquisition with Small Business Administration financing; How to use your 401K or IRA funds to buy a business without penalties or taxes; How to write offers; How to conduct due diligence; How to develop a 100-day and first-year plan; How to develop an exit strategy; And much more! Unveil the mystery and secrets behind how deals are really done that only the insiders know. With this book, the process is demystified with step-by-step practical examples, tools, and tips that are easy

to follow and apply. Whether you are ready to search for the right business, obtain financing, or determine the value of what you want to buy, Grunau carefully guides you every step of the way. It's time to stop sitting on your hands; it's time to Own Your Future.

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

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.

This book is written for students of franchising as well as franchisors,

franchisees or prospective franchisees. A three part perspective is developed throughout the book concerning the franchisor-franchisee relationship: first, a franchisor and franchisee are independent business people who must manage their separate business affairs; second, the franchisor and franchisee are dependent upon each other in order to be successful in business; and third, the franchisor-franchisee relationship brings with it an interdependent contractual obligation that is legally binding upon both parties. "Born in Ontario, Canada, Harper struggled for twenty-five years as a servant to change her life and that of other working-class women. In 1888, after immigrating to the United States, she pioneered the idea of a public hairdressing salon based on health-conscious precepts. Within three years, her concept was enthusiastically embraced by both the social elite and suffragettes across the country, including Susan B. Anthony and Mrs. Alexander Graham Bell."

Raising Entrepreneurial Capital guides the reader through the stages of successfully financing a business. The book proceeds from a basic level of business knowledge, assuming that the reader understands simple financial statements, has selected a specific business, and knows how to write a business plan. It provides a broad summary of the subjects that people typically research, such as "How should your company position itself to attract private equity investment?" and "What steps can you take to improve your company's marketability?" Much has changed since the book was first published, and this second edition places effects of the global recession in the context of entrepreneurship, including the debt vs. equity decision, the options available to smaller businesses, and the considerations that lead to rapid

growth, including venture capital, IPOs, angels, and incubators. Unlike other books of the genre, Raising Entrepreneurial Capital includes several chapters on worldwide variations in forms and availability of pre-seed capital, incubators, and the business plans they create, with case studies from Europe, Latin America, and the Pacific Rim. Combines solid theory with a practitioner's experience and insights Case studies illustrate theory throughout the book Updated to reflect the realities of the global economic recession

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

Harold Kestenbaum has worked with more than 100 businesses in their franchising efforts including such household names as Sbarro and Nathan's. A 30-year veteran of franchise law and a board member of four major franchise companies, he and Adina Genn, an award-winning journalist, have joined forces to teach you the secrets to turning your business into a successful franchise. If you're interested in using this profitable strategy to expand your business, you'll get an in-depth look at how to evaluate your business concept, determine if your business is a candidate for franchising, implement the franchise process, and build a thriving franchise. Well-known entrepreneurs who successfully franchised their business, including Subway co-founder Fred DeLuca and CEO of the Dwyer Group Dina Dwyer-Owens, offer detailed, in-the-trenches guidance and information. These experts speak frankly about the tactics you can use to market, sell, and build your franchise while offering insider advice to help you avoid the pitfalls of business

growth. • Step-By-Step Guide To The Franchising Process • Low-Cost Ways To Grow A Franchise In The Startup Phase • Franchise A Concept For Less Than \$100,000 • Best Practices From Top Franchisors And Franchisees

A comprehensive and accessible companion to a proven business model, this book shows how to franchise an existing business, supported by case studies, data, and research reports on the franchise industry. For small to medium sized businesses, franchising can lead to successful and profitable growth, and plays an important role within the US economy. Utilizing a proprietary dataset with the most up-to-date statistics regarding a range of franchising trends, this analytical guide is based on management research frameworks that will lead to better understanding of a range of franchising strategies. Issues covered include: The franchising business model, including its history, economic impact, and regulations Critical factors that significantly influence franchising success, enabling a comprehensive feasibility analysis of franchising potential or existing business ideas Implementation components of franchising strategies, such as different franchise structures, regional development plans, and future trends With its clear focus and practical orientation, this book will be a valuable resource for entrepreneurs, as well as undergraduate and postgraduate students, interested in acquiring the knowledge, skills, and abilities to succeed in franchising.

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.

"Marshall has the essential novelist's gift, the creation of vivid characters," said the New York Times. In her new novel, she has again created a cast both real and vibrant. At sixty-three, Judge Gregory Brennan is on the brink of retirement. With his youngest daughter headed for college, he envisions traveling abroad, basking in a repose that his demanding career has not allowed, with his wife, Audrey, at his side. But Audrey has other ambitions. At forty-nine, she sees the mythic empty nest as an opportunity to explore her own potential -- as a medical student. When Audrey reveals her plans, Gregory is overwhelmed, and he emotionally retreats, causing a rift that neither one of them ever anticipated. Marshall has been praised for her insight into the complexities of modern marriage, capturing it as "an institution about competing needs and shifting wants" (Baltimore Sun). In *The Court of Common Pleas*, marriage is not unlike the general trial court where Gregory presides. But the ruling in Gregory and Audrey's own

case remains to be seen. Can their disparate life plans be mediated and their differences reconciled? Marshall offers a nuanced portrait of a marriage in the throes of a midlife crisis and reveals, with an encompassing kindness, the tenderness, frustration, bewilderment, and ultimately the joy of a marriage willed to endure.

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://gocengage.com/infotrac>. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Is Franchising Right For You? Why start a business from scratch when you can have a piece of the greatest expansion strategy ever conceived? Franchising is BIG and getting bigger in every sector—from restaurants and coffee chains to pet care and insurance. There is a franchise for everything and everyone. As a potential franchise owner, you can be in charge of your own success while being supported by a known brand. Franchising gives you that ability, along with the satisfaction that comes only with building something that can last a lifetime and beyond. And, if you are successful, you eventually stop sweating the details and have the freedom to enjoy your life in a way that most around you cannot. In *The Franchisee Handbook*, franchise expert Mark Siebert walks you through the process of vetting and buying a franchise, helps you ask the right questions of franchisors and yourself, and gives you the resources you need to decide if franchising is right for you. Siebert shows you how to do your homework before making what could be the greatest financial decision of your life. You will learn how to: Accurately assess the risks of buying a franchise Determine if a franchise is a good fit for your personal goals Research and vet potential franchise opportunities Create a startup plan that meets your business goals Prepare your franchise for success Why dream about owning a franchise when you can take concrete steps to make it happen today? With *The Franchisee Handbook* as your guide, you have the power in your hands to start your own

franchise journey right now.

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

This brilliant ebook explains and explores the essential terms and key concepts in the world of business, finance, and company management. If you're perplexed by profit margins, confused by cash flow, or baffled by balance sheets, all your questions and many more are answered in this indispensable e-guide. Get to grips with how companies work from management to research and development, and sales and marketing to production and distribution. Eye-catching visual aids give a helpful representation of each and every aspect of business, while the complex subject matter is broken down into clear definitions and concise explanations, expressed in easy-to-understand language. Crammed with essential know-how, How Business Works is perfect for anyone looking to boost their business brain or learn the ropes from the ground to the top.

International transactions among nations and multinational corporations are important and growing due to the openness of economies all over the world. In this follow-up title to Exchange Rates and International Financial Economics, Kallianiotis examines the role of the exchange rate and trade policy in improving the trade account. He discusses the international parity conditions extensively, together with the most popular theory in international finance, the interest rate parity (IR-P) theory. International Financial Transactions and Exchange Rates describes these theories and gives practical solutions for multinational businesses, individuals, and nations. The increasing internationalization of businesses, openness of economies, integration of nations, change in the exchange rate system, and lastly, the deregulation of the financial market and institutions around the world have made the study of international finance necessary for all business students and professionals.

4LTR Press solutions give students the option to choose the format that best suits their learning preferences. This option is perfect for those students who focus on the textbook as their main course resource. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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-

ty, 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.

You think you have a beautiful business that you feel is replicate-able across the state you live in, across the country, or across the world. Is the way you created your business model really scale-able? Can you "replicate yourself" and create a franchise that is teach-able and that offers a clear picture of your concept to the market? Entrepreneurs across the world create amazing new models and platforms every day, but not all of them are scale able as a franchise model. Franchising is one of the fastest and most-viable distribution platforms in the world, and an incredible experience for new franchisors who are able to give of themselves to package, train, and provide ongoing coaching and support for their creation, allowing amazing "operators" in the form of franchisees to benefit from their franchise offering. But is your model really the one they should be investing in? And are you as good at building a franchise team as you are running your beautiful business at the unit-level? Franchise consultant and Franchise Science CEO Harold Miller places your mind into the preparation and execution in a point-to-point franchise development to focus on the people, the methods, and the phases of franchising your business model and the key questions to ask yourself along with

way by actually taking you through a full development with your own model in mind. There are a number of great franchise books which talk a lot about past successes of various models and offer a useful history of franchising. *Replication: The Art and Science of Franchising Your Business* focuses on how to think about the option of franchising today, and how various fundamentals will shift during the current labor and management marketplace. Knowing how to prepare and what questions to ask yourself phase-by-phase can solve a lot of problems and save a lot of wasted capital by making better decisions on both the "if" and the "how" of franchising your business model.

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.

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. Mem-

orable 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.

Learn the true process of a successful entrepreneur with **ENTREPRENEURSHIP: THEORY, PROCESS, PRACTICE, 11e!** Presenting the most current thinking in this explosive field, this renowned entrepreneurship text provides a practical, step-by-step approach that makes learning easy. It incorporates up-to-the-minute information about trending topics such as The Lean Startup methodology and design innovation. The accompanying MindTap Learning Suite challenges you to apply what you've learned as you complete a unique set of activities designed to help you sharpen your entrepreneurial skills. You'll tackle activities that challenge you to experience the world of new venture creation or corporate innovation first hand. This book will be your guide to understanding the entrepreneurial challenges of tomorrow, and MindTap will teach you the necessary skills to become a leader in the industry. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

This book is essential reading for anyone thinking about taking over an existing business. Tony Wilson will help you choose a franchise that's right for you, understand your franchise agreement in-

side and out, and negotiate the best deal. This book will give you a better understanding of the legal issues and help you to spot problem areas. In an easy-to-understand manner, the author shows you how to negotiate an agreement with a franchisor and develop a profitable relationship. The author takes you step-by-step through a franchise agreement so you can spot the potential benefits and drawbacks. Tony Wilson is a franchise lawyer and considered one of the foremost experts on franchising in Canada. He has written this book in a manner that offers you practical and common-sense advice you can use. The book contains many real-life examples taken from the author's experiences representing franchisees. It will answer your questions about franchising, saving you time and money in lawyer's fees. The book answers the following questions: \* What parts of a franchise agreement are negotiable? How protected is a "protected" territory? \* How can you discover the status of the franchisor's trade-marks? \* Who will control the lease for the franchised location? \* How easy will it be for the franchisee to resell or renew the franchised business?

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.

This innovative text combines clear explanations with a wealth of infographics that visually compare, contrast, and rein-



force legal concepts. Examples and case excerpts focus attention on how the law is being applied and the logic behind each ruling. Key Benefits: Logical reasoning and infographics—flowcharts, timelines, figures, and graphs – help students understand on the logical underpinnings of the law as it applies to business. Examples throughout that reinforce understanding and show how the law is applied in practice. Carefully edited excerpts of real cases. Self-test review and exam-prep questions.

Written by the late Dave Thomas, the widely known founder of Wendy's, and franchising consultant Michael Seid, this is a comprehensive and reliable resource for anyone interested in purchasing a franchise.

Learn what it takes to find, buy, and run a franchise — and enjoy the rewards of being your own boss. If you've ever visited a chain restaurant and thought, "I'd like to run one of these," you're among countless would-be entrepreneurs eager to be their own boss. *Franchise Management For Dummies* is a hands-on guide that provides clear and concise information on the issues involved in finding, buying, operating, and ultimately growing a successful franchise business. Geared toward both novices and experts in franchising, it's an essential guide to help prospective franchisees know what to look for in a great franchisor, and to show existing franchisees what great franchisors are providing their franchisees. Both emerging and experienced franchisors will gain an understanding about the proper methods of structuring, managing, and expanding their franchise systems. Social impact investors, donors, and NGOs can learn how franchising techniques can transform how they look at providing products and

services at the base of the pyramid. Inside you'll discover: How to find a franchise that's right for you and the ideal location for it Where to find quality franchisors and understand the qualities franchisors look for How to gather information from franchisees A franchisor's mandatory legal obligations to prospective franchisees, the franchise disclosure document (FDD), and working with franchise professionals How to take a realistic look at your finances and what capital you'll need to buy and launch a franchise Develop strategic advertising and marketing plans How to find, hire, and train talented employees who will help make your franchise a success How to make sure your franchise makes money How to grow your business with multiple franchises And more! Additionally, *Franchise Management For Dummies* includes a glossary of common franchise-related terms, ten keys to franchisee success, and the questions to ask before becoming a franchisor. Get a copy today and find out if owning and operating a franchise is the right business move for you.

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.

Discover New Entrepreneurial Marketing Strategies for Supercharging Profits and Sustaining Competitive Advantage! This practical guide shows how to use modern entrepreneurial marketing techniques to differentiate your company in the eyes of customers to achieve sustainable profitability. The authors focus on innovative strategies and tactics, pioneered by some of today's most successful and disruptive companies, including Google, Quidsi (diapers.com), Apple, Victoria's Secret, Anki, Pebble, Metricstream, and Warby Parker. These high-impact methods will help entrepreneurs achieve immediate, bottom-line results through more effective marketing. Based on The Wharton School of the University of Pennsylvania's pioneering Entrepreneurial Marketing course, this edition is fully updated to reflect what works in the marketplace today. Guided by the authors' collaboration with dozens of high-growth companies, it offers new insights into which marketing programs and distribution channels are likely to succeed, and how to leverage them in your unique business environment—even with limited resources. The authors begin by helping you refine your competitive positioning by clarifying "What am I selling to whom?" and "Why do they care?" Next, they guide you through the fundamentals of demand generation via public relations, social media, viral marketing, advertising, distribu-

tion, and marketing-enabled sales. Finally, they provide you with valuable tips on how to secure the right human capital resources to build the team you need to succeed. Each of these core concepts is illustrated with real-world anecdotes that provide fresh insights into traditional marketing concepts. Pragmatic from start to finish, Marketing That Works, Second Edition, is for marketers who care about both long-term strategies and short-term results. • Leverage cutting-edge, entrepreneurial techniques to get your positioning and pricing right • Generate, screen, and develop great new marketing ideas to reach your target audience • Lead your customers to your offering—and motivate them to buy • Cultivate the right people and resources for outstanding execution This guide offers high-value, low-cost marketing solutions that leverage today's newest trends, tactics, channels, and technologies. It highlights companies that are redefining marketing and illuminates powerful new ways to secure resources, test and execute plans, and build brands. The authors present practices for getting close to customers, reinforcing positioning, and developing marketing programs. Wherever you compete, this guide will help you grow your sales and profits, and drive more value from every dollar you spend on marketing. For more information about Marketing That Works, visit [www.marketingthatworksbook.com](http://www.marketingthatworksbook.com). ENTREPRENEURSHIP: THEORY, PROCESS, PRACTICE, 10e, combines a practical, step-by-step approach with a theoretical foundation to form a basic framework for understanding the theory, processes, and practice of entrepreneurship. Recognized for over 25 years as one of the leading books in the field, the aim of the text is to present the most current think-

tion, and marketing-enabled sales. Finally, they provide you with valuable tips on how to secure the right human capital resources to build the team you need to succeed. Each of these core concepts is illustrated with real-world anecdotes that provide fresh insights into traditional marketing concepts. Pragmatic from start to finish, Marketing That Works, Second Edition, is for marketers who care about both long-term strategies and short-term results. • Leverage cutting-edge, entrepreneurial techniques to get your positioning and pricing right • Generate, screen, and develop great new marketing ideas to reach your target audience • Lead your customers to your offering—and motivate them to buy • Cultivate the right people and resources for outstanding execution This guide offers high-value, low-cost marketing solutions that leverage today's newest trends, tactics, channels, and technologies. It highlights companies that are redefining marketing and illuminates powerful new ways to secure resources, test and execute plans, and build brands. The authors present practices for getting close to customers, reinforcing positioning, and developing marketing programs. Wherever you compete, this guide will help you grow your sales and profits, and drive more value from every dollar you spend on marketing. For more information about Marketing That Works, visit [www.marketingthatworksbook.com](http://www.marketingthatworksbook.com). ENTREPRENEURSHIP: THEORY, PROCESS, PRACTICE, 10e, combines a practical, step-by-step approach with a theoretical foundation to form a basic framework for understanding the theory, processes, and practice of entrepreneurship. Recognized for over 25 years as one of the leading books in the field, the aim of the text is to present the most current think-

ing in entrepreneurship, as well as to provide learners the opportunity to apply ideas and develop useful entrepreneurial skills. This edition has been updated to include current developments and issues in this explosive field. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

This book was written with the would-be franchisor in mind. It delves deeply into such topics as preparing to become a franchisor, the legal repercussions of franchising, how to recruit the right candidates, and how to manage a franchise system. This book will guide you in building a successful team of experts to help you create the stellar franchise brand that you dream of!

“A new perspective on servant leadership—challenging us to bring both courage and humility to the table—for the sake of the people and the enterprise.” —John C. Maxwell, New York Times-bestselling author In this updated edition of *Dare to Serve*, former Popeyes CEO Cheryl Bachelder shows that leading by serving is a rigorous and tough-minded approach that yields the best results. When she was named CEO of Popeyes in 2007, the stock price had

slipped from \$34 in 2002 to \$13. The brand was stagnant, the team was discouraged, and the franchisees were just plain angry. Nine years later, restaurant sales were up 45 percent, restaurant profits had doubled, and the stock price was over \$61. Servant leadership is sometimes derided as soft or ineffective, but this book confirms that challenging people to reach a daring destination, while treating them with dignity, creates the conditions for superior performance. The second edition of this bestselling book includes Bachelder’s post-Popeyes observations and new examples of how you can switch your leadership from self to serve. Ever engaging and inspirational, Bachelder takes you firsthand through the transformation of Popeyes and shows how anyone, at any level can become a Dare-to-Serve leader. “Extraordinary! *Dare to Serve* describes the kind of leadership so desperately needed in the 21st century. A powerful blend of courage and humility, Cheryl Bachelder’s engaging story offers a clear path for leaders to follow, and what makes her message so compelling is the tremendous results she’s produced. I highly recommend this book.” —Stephen M. R. Covey, New York Times-bestselling author of *The Speed of Trust*