



Franchise Bible: How to Buy a Franchise or Franchise Your Own Business

By Erwin Keup

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By Erwin Keup

This proven, popular reference has been completely updated to better guide readers through the current franchise environment. Real-life examples of both service- and product-oriented franchises and useful checklists prevent mistakes and save time and money. Contact information for state and federal franchising regulatory agencies and a listing of useful publications guide new franchisees to the resources they need. Robert Smith, founder of Granite Transformations, describes how he successfully opened franchises nationwide based on guidelines in previous editions.

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Bibliography

- Sales Rank: #371599 in Books
- Published on: 2012-09-11
- Original language: English
- Number of items: 1
- Dimensions: 9.90" h x .80" w x 8.10" l, 1.60 pounds
- Binding: Paperback
- 280 pages

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Editorial Review

About the Author

The late **Erwin J. Keup**, author of the prior six editions of the *Franchise Bible*, had over 50 years of experience with franchise law, franchise consulting, and general corporate law. Among other things, he was an arbitrator specializing in franchisor/franchisee disputes for the American Arbitration Association, Franchise Arbitration and Mediation Inc. and British Columbia International Commercial Arbitration Centre. He served on the California Bar Association's Franchise Legislation Committee and the American Bar Association's Forum on Franchising.

Peter E. Keup, son of Erwin Keup, is an attorney based in Columbia, South Carolina and a Professor in the College of Educational Leadership and Policy at the University of South Carolina. He is a member of both the California and South Carolina state bars and has extensive litigation and transactional experience.

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