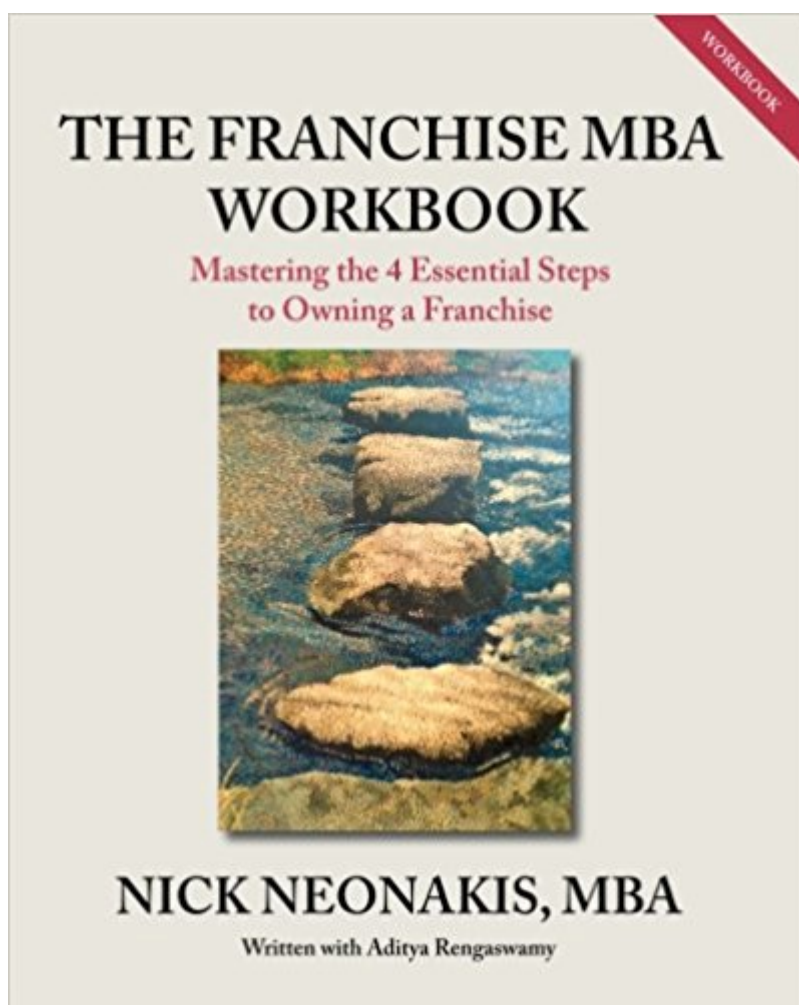


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# The Franchise MBA Workbook: Mastering The 4 Essential Steps To Owning A Franchise



## Synopsis

The secret to owning the right franchise business is no secret if you understand what it takes to succeed. The single most important factor is preparation. This book will help with your preparation. Designed to help busy professionals understand and apply the concepts and methodologies essential to accurate franchise analysis, this workbook enables readers to test their knowledge and comprehension of the tools and techniques described in the *The Franchise MBA* before putting them to use in real world situations. This informative study guide contains carefully constructed exercises with detailed solutions, as well as specific learning outcomes and franchise component overviews. Internationally renowned franchise authority and author Nick Neonakis presents a personal hands-on companion to the landmark book *The Franchise MBA – Mastering the Four Essential Steps to Owning a Franchise*, which has become a guide book for individuals, families, and businesses around the world. The success of his principle-centered philosophy of investigating franchise business is based upon his years of real world franchise experience. Now, with *The Franchise MBA Workbook*, you can further explore and understand this tried-and-true approach to finding the perfect franchise through a wide range of thought provoking exercises. With the same clarity and assurance Neonakis fans have come to appreciate, this individualized workbook helps readers to fully internalize the 4 Steps approach to finding the ideal franchise through private and thought-provoking exercises, whether they have owned a franchise or not. This workbook offers solutions to both personal and professional questions by promoting and teaching emotional intelligence, integrity, financial honesty, and goal setting. An engaging companion to the renowned classic, *The Franchise MBA Workbook* will help readers set goals, understand franchising, and create a path to self-sufficient independence.

## Book Information

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## Customer Reviews

Nick Neonakis has over 20 years of business experience with 10 years as a senior executive at two brands of one of the largest publicly traded franchise companies in the world. Mr. Neonakis is proof of the American Dream in action. His family moved to the US from Greece when he was a boy and achieved success in this country through hard work and education. Mr. Neonakis's academic credentials include an M.B.A. in Finance, Marketing and Strategy from Case Western Reserve University in Cleveland, OH, a Bachelor of Arts in Economics from Trinity College in Hartford, CT, and a degree from the Albert Ludwigs Universitat in Freiburg, Germany. In addition, he has taken numerous postgraduate courses in business, strategy and management. He speaks English and Greek and is comfortable in Spanish, French and German. He guest lectures on the topic of franchising at the Weatherhead School of Management and has been interviewed in several publications. In addition to his franchise experience, Neonakis has operated a small business in Santorini, Greece, and has worked as financial advisor for Morgan Stanley and Charles Schwab in New York City where he worked at the World Trade Center. His franchise credentials include being a Vice President of two brands of the largest publicly traded North American franchisor of property services. He has been involved in every aspect of the franchisor / franchisee relationship. From growing brands domestically and internationally, mentoring franchise owners and working with individuals to understand if franchise ownership is the right step for them, Neonakis brings a wealth of experience to the table. Today, Neonakis uses his 20 years of experience in franchising, finance and business to help people realize their dream of independent business ownership. He currently lives in Shaker Heights, OH, with his wife Stephanie and their children Megan, Max and Alex. In his spare time, he enjoys remodeling houses, traveling and cooking.

The Franchise MBA and this accompanying workbook were the best resources I have found in my franchise search, and I have read or skimmed them all. Working through this workbook and reading the companion book has saved me hours and hours of time and confusion as I look for the right franchise. The best money I have spent in my franchise search process by far. Highly recommended.

If you're interested in a franchised business, look no further and buy this book. Nick Neonakis

leverages the top professionals in the industry to paint a portrait of what you will need to know as you launch your own personal journey into franchising. There isn't a book that I've read that's easier to understand, completely supported by an infrastructure from Nick's franchising experience and relationships he's built. As the year ends, I would consider this an A+ for stocking stuffers! Bravo Mr. Neonakis!

Reading this with The Franchise MBA has allowed me to improve my franchise exploration process and have a clear guideline of how to search for the right franchise. I truly look forward to comparing my options, examining my financial picture and outlook, and making this business model come alive and bring me success. We need more books like these- informative, concise, and practical.

This book is simply an organizational tool for buying and understanding a franchise, but it does so in a very different fashion. I love the tid-bits of knowledge thrown in to supplement what this tool provides. Definitely worth a buy for those pursuing this lifestyle, and I love the military history that was molded in.

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