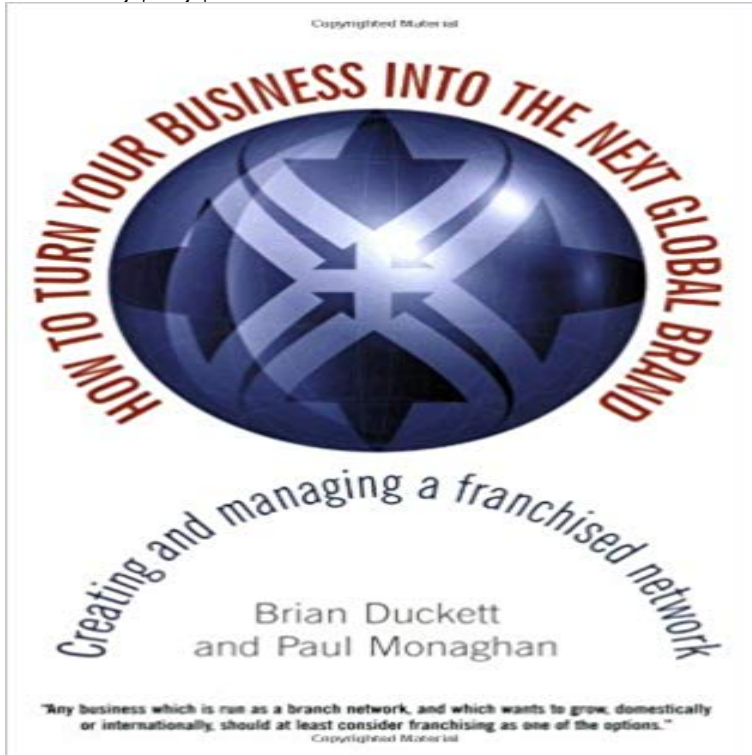


# How to Turn Your Business into the Next Global Brand: Creating and Managing a Franchised Network



No matter how big a franchised network is now, it started with one outlet and the owners unique vision. Even McDonalds and Burger King each had one restaurant, and Holiday Inn and Hilton each had one hotel. If you have a successful business format, and your own unique vision, you could be the next big brand - provided you follow the rules of ethical franchising. If you already own, or are helping to manage, a sole business or a franchised network you will do things better when you learn from the experience of all those who have gone before you. AUTHOR BIOG: Brian Duckett has spent the last thirty years as a franchisee, a franchisor, and a consultant to companies considering or practising franchising. He was the creator of The Franchise Training Centre, The Third Wednesday Club and The Franchise Support Centre. Paul Monaghan heads The Franchise Training Centre.

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