

Dunkd: A True Story of How Big Money Is Corrupting the Franchising Industry



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Reviews

Great electronic book and useful one. It can be written in straightforward terms rather than difficult to understand. Once you begin to read the book, it is extremely difficult to leave it before concluding.


(Kian Harber)

DUNKD: A TRUE STORY OF HOW BIG MONEY IS CORRUPTING THE FRANCHISING INDUSTRY



Bf LLC. Paperback. Book Condition: New. Paperback. 362 pages. Dimensions: 9.0in. x 6.1in. x 1.1in. Dunkd is the true story of Irwin Barkans encounter with the dark side of franchising. He is a serial entrepreneur who buys five franchises from Dunkin Donuts the consumer brand of his dreams only to find out that the company spies on its franchisees, even their personal lives, and has sued hundreds of them in a scheme to seize their stores. When Dunkin Donuts targets him, he fights back, and sets out to find out what is really going on behind the brown and orange logo. Dunkd takes the reader through Barkans experience with the modern day realities of franchising, starting with the sales process and explaining how the small business owners who operate franchises function within the confines of this distribution system that is controlled by global conglomerates and private equity firms. The book examines how the franchising business, built around legal principles from the 19th Century, enables franchisors to treat their franchisees with impunity. Dunkin Donuts was once a paragon of franchising. Its founder, Bill Rosenberg, espoused a system where the franchisees were considered partners and built the company into an indelible brand. But its new owners have leveraged the franchise agreement, the most one-sided legal agreement used in business today, and used it to terrorize its franchisees, the small business owners who provide the capital and hard work that make the system work. Dunkd is a cautionary tale that will entertain and inform readers as Barkan responds to a business environment that he has never encountered before: where a franchisor exploits its legal and economic dominance to batter its franchisees into submission. The underbelly of the franchise system and its deleterious effects on franchisees are exposed in Dunkd; along with its built-in opportunities...

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