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If you ' re starting a franchise, you ' ll want to study your franchise agreement and understand the laws that protect both you and the franchisor. Once your franchise is running, make sure you network with not only your franchisor but others for fresh ideas.

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Michael H. Seid is the founder and Managing Director of MSA Worldwide, the leading strategic and tactical advisory firm in franchising. Joyce Mazero is a partner and Co-Chair of Gardere's Global Supply Network Industry Practice, internationally recognized and trusted legal advisors dedicated to excellence in franchising.

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