



An Entrepreneur's Guide to Purchasing a Business or Franchise

By Charles N. Internicola

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CHARLES N. INTERNICOLA is a leading business and franchise attorney with a legal practice dedicated to protecting the interests of individuals (including first time business purchasers) and non-public corporations in local, regional and national transactions. Mr. Internicola's franchise practice is national in scope and involves the representation of franchisees (considering the purchase of a franchise) and franchisors (establishing a franchise system) throughout the United States. For more information about Mr. Internicola and the services offered by his law firm, visit www.BusinessandFranchiseLaw.com or call 800-976-4904. **SOME OF THE IMPORTANT INFORMATION INCLUDED IN THIS BOOK**

- The 5 myths that must be ignored when purchasing a business;
- Special factors and information unique and important to "franchisees";
- How to identify and evaluate the "assets" of a business;
- "Due diligence" and the critical factors for evaluating a business;
- Important factors for evaluating a lease; and
- How to protect yourself after the business closing.

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Mary Manzo:

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