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## **Robert Purvin, AAFD Chairman Announces the Updated Release of The Franchise Fraud: How To Protect Yourself Before And After You Invest**

DATELINE: SAN DIEGO, CA...

The American Association of Franchisees and Dealers (AAFD), has announced the publication of the updated release of Robert Purvin's critically acclaimed book: *The Franchise Fraud: How To Protect Yourself Before And After You Invest*.

In announcing the release Purvin said, "I am a true believer in the franchise model for the distribution of goods and services, which is why I am so passionate about addressing serious problems and rallying the franchising community to deliver the enormous promise of franchising." Purvin added, "In the 14 years since my book was first published, the franchise community has evolved in both positive and negative ways, and I am hoping my book will provide an important wake-up call.

According to Purvin, the franchise marketplace that he described in 1994 continues to remain unbalanced. He prefaces his comments, "To be fair, there have been some evolutionary improvements within the franchising community. Sadly, there has also been a continuing trend for powerful franchise systems to push the envelope with respect to abusive practices, despite the lack of empirical evidence that such practices assure either financial success or sustainability."

Added Purvin, "Certainly, my book is an *expose* of the franchising community, but more importantly I am now able to point investors towards a path of successful franchising, and to provide a prescription to assure that franchising works as advertised."

Since it was first published in 1994, *The Franchise Fraud* has enjoyed a 'must read' five star rating from reviewers at Amazon.com. Widely regarded as the first critical examination of modern franchise practices, Purvin was the first to expose widely overstated industry claims of franchisee success.

Said one Amazon.com reviewer; "Anyone involved in the franchising community should read this book, for prospective investors this book is a must."

The American Association of Franchisees and Dealers, which was a fledgling organization when *The Franchise Fraud: How To Protect Yourself Before And After You Invest* was first published, has grown significantly since its formation in 1992. In 1996 the AAFD introduced its *Fair Franchising Standards*, a product of years of negotiation between franchisors, franchisees and franchise attorneys to define fair and balanced franchise practices.

Bob Purvin points out in the forward of the book, "One of the most important positive developments in franchising over the past decade has been an increase in the number of robust franchisee associations." Purvin goes on to say, "The independent franchisee associations are

proving to be the predicted vehicle to deliver the true promise of franchising, I and the AAFD have been privileged to play a role to help induce this positive evolution.”

About the Book:

***The Franchise Fraud: How To Protect Yourself Before And After You Invest.*** Reprint available April 2008, by BookSurge Publishing. 332 pages, **ISBN-10:** 1419688626, **ISBN-13:** 978-1419688621, Paperback: 9 x 6 x 0.8 inches. \$18.99. Available on Amazon.com.

About the AAFD

The AAFD is a national non-profit trade association representing the rights and interests of franchisees and independent dealers throughout the United States. Formed in 1992, The AAFD is focused on market driven reform to achieve its mission to define and promote collaborative franchise cultures that the AAFD describes as Total Quality Franchising. Since its formation the AAFD has grown to represent more than 50,000 franchised businesses throughout the United States. The AAFD currently has members in all 50 states and represents more than 100 different franchise systems.

The AAFD's Fair Franchising Standards, Fair Franchising Seal, Trademark Chapters, and emphasis on Marketplace Solutions led to the Association's recognition as a growing force in franchising. The AAFD's Branded Partner programs add a new dimension to the value of AAFD membership. The AAFD provides a broad range of member services designed to help franchisees build market power, create legislative support of interest to franchisees, provide legal and financial support, and provide a wide range of general member benefits.

For more information about the conference or the AAFD, please call toll free - 800-733-9858 or visit [www.AAFD.org](http://www.AAFD.org).