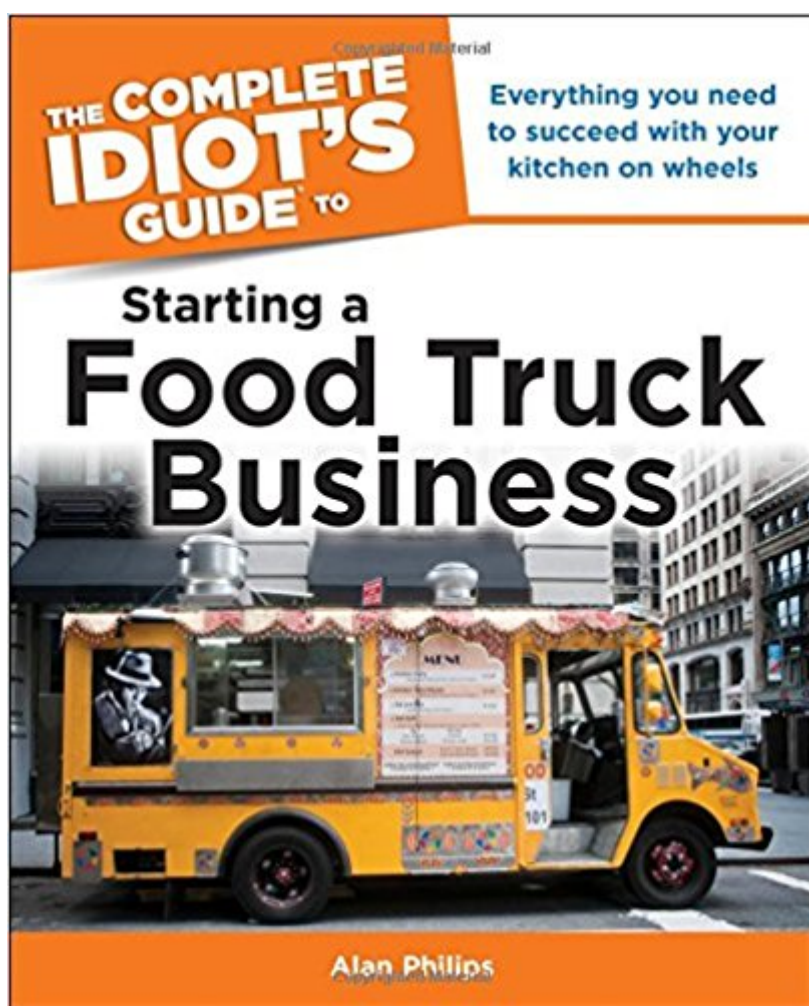


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# The Complete Idiot's Guide To Starting A Food Truck Business (Complete Idiot's Guides (Lifestyle Paperback))



## Synopsis

Everything readers need to know to start up and operate a wildly popular mobile food business  
Includes crucial marketing expertise from a successful food truck entrepreneur

## Book Information

Series: Complete Idiot's Guides (Lifestyle Paperback)

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## Customer Reviews

This book does a great job of describing in detail the ins and outs of running a food truck business. The author goes in depth into all that is required, from developing the initial concept, to structuring the business, to marketing, to hiring staff and expanding - all the way to describing the kinds of results and earnings some food truck businesses generate, and much more... All in all, an easy-to-follow expert guide for anyone looking not only to start, but to successfully run their very own food truck business. Highly recommended!

This book is packed with great information. I recommend it if you are considering going into the food truck business.

Great book to use as a starting point to looking into the food truck business. It scratches the surface of a lot of topics that you can decide later if you need to learn more of.

Few good tips. That's it.

It's a great book. I totally recommend it. Although, I miss more info about how to built the truck. The author is writting to an american public. I'm from south america and thera are not people specialized at it. That's just a recommendation. Alan Philips did a GREAT job in this book.

I will be retiring eventually and am looking into business ventures, after reading this book I think that running a food truck may be in my future. I have recommended this to other folks who are retiring soon, but they live in different parts of the country than I do. Job well done!

It was purchased as a gift!! But He loved it!! Very helpful

I thought this was a good read. It was very informative, and flowed nicely.... I do wish their were more illustrations of things such as potential truck/cart layouts.

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