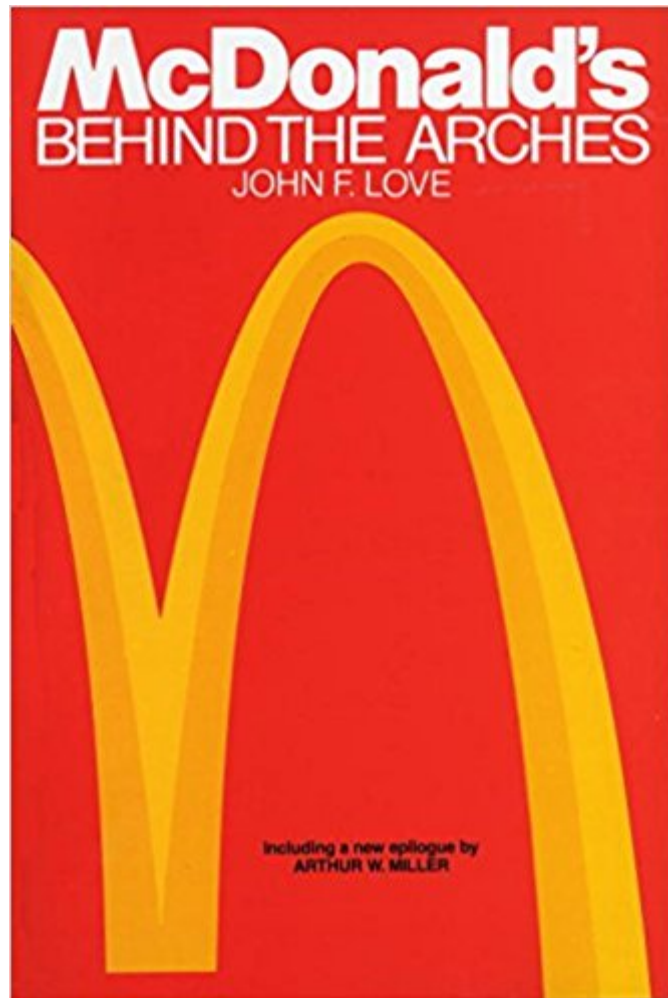




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McDonald's: Behind The Arches



Synopsis

Perfect for fans of *The Founder*, this is the real-life story of the world's premier entrepreneurial success. The growth of McDonald's worldwide continues to astonish. In tough financial times, McDonald's proved that ingenuity, trial and error, and gut instinct were the keys to building a service business the entire world has come to admire.

McDonald's has been a trendsetter in advertising, focusing on different demographics as well as the physically disabled. McDonald's created McJobs, a program that employs both mentally challenged adults and senior citizens. And because its franchisees have their fingers on the pulse of the marketplace, McDonald's has evolved successfully with the health food revolution, launching dozens of new products and moving toward environmentally safe packaging and recyclable goods. Inspiring, informative, and filled with behind-the-scenes stories, this remarkable saga offers an irresistible look inside a great American business success.

Book Information

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Customer Reviews

Love presents a completely revised and updated version of the history behind the voracious hamburger empire. Copyright 1995 Reed Business Information, Inc.

"The history of the McDonald's system is the story of an organization that learned how to harness the power of entrepreneurs not several, but hundreds of them." This work is not the story of Ray Kroc, McDonald's colorful founder, but that of all of the individuals, including the McDonald brothers,

suppliers, financiers, franchisees, as well as the early employees, who made McDonald's the undisputed champion of the fast food industry. The complex financial arrangements that were necessary to McDonald's success are made clear, as is the company's commitment to quality, service, and cleanliness. This entertaining work is highly recommended for most public and academic libraries. Michael D. Kathman, St. John's Univ. Lib., Collegeville, Minn. Copyright 1986 Reed Business Information, Inc. --This text refers to an out of print or unavailable edition of this title.

This book was an interesting read to me, partly because I like reading about business and partly because I've grown up in southern California where the fast food industry was born. The book gives a lot of detail that will probably bore some folks, but I found that when I paid attention to all those details it helped me envision how things really happened (and fell into place) to create this huge empire.

Now this is one American success story that everyone reading this review has played a part in. You should read this book for the sheer pleasure of better understanding what a startup business requires and how, by a series of chances, the right people are hired and make such considerable contributions to the overall success of the business. It is a book well researched and even better written. It is an adventure. It never becomes tiresome and at the end you marvel how it all came to be and at the same time you can better understand why it was a success. Ray Kroc was certainly a visionary. He had an idea about how things should be and what he didn't understand he was wise enough to hire managers who had the potential to understand, implement, control and adjust on the fly. And he allowed his managers to act and even make mistakes along the way. Hooray for McDonalds and all those who believed in Kroc's way of doing things. You were justly rewarded financially. And to the author, thanks for writing a book that can be enjoyed by a cross section of all generations. As I said earlier, we all played a part in McDonald's success and continue to do so today.

Any entrepreneur looking to scale any business should read. Much much more in depth than the movie! Real Estate On Your Terms: Create Continuous Cash Flow Now, Without Using Your Cash Or Credit

I've given 21 copies of this book away over the past 15 years.

very interesting information that can be utilized to learn sales, marketing, culture differences within the country, franchising & many other business related subjects.

So informative

I purchased this book for an Economics course I was taking for school. Having been interested in the growth and success of McDonald's, I was excited to read this book. The book gives a thoughtful and unbiased account of McDonald's tremendous rise and popularity. Additionally, I found that I was enjoying myself when reading it as opposed to just reading because I had to. I would definitely recommend this book.

Loved this insightful book!

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