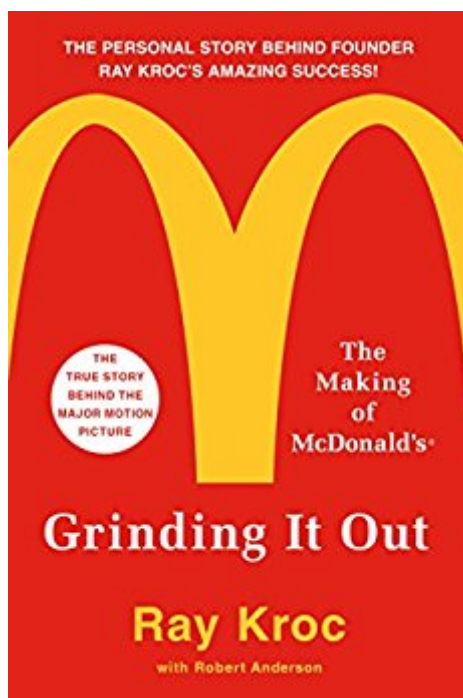


The book was found

Grinding It Out: The Making Of McDonald's



Synopsis

"He either enchants or antagonizes everyone he meets. But even his enemies agree there are three things Ray Kroc does damned well: sell hamburgers, make money, and tell stories." --from Grinding It Out

Few entrepreneurs can claim to have radically changed the way we live, and Ray Kroc is one of them. His revolutions in food-service automation, franchising, shared national training, and advertising have earned him a place beside the men and women who have founded not only businesses, but entire empires. But even more interesting than Ray Kroc the business man is Ray Kroc the man. Not your typical self-made tycoon, Kroc was fifty-two years old when he opened his first franchise. In *Grinding It Out*, you'll meet the man behind McDonald's, one of the largest fast-food corporations in the world with over 32,000 stores around the globe. Irrepressible enthusiast, intuitive people person, and born storyteller, Kroc will fascinate and inspire you on every page.

Book Information

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Customer Reviews

The history of how the fast food restaurant started. It was how the fries were made that got it started

Such a great read! Mr. Croc and his ghostwriter did know how to tell a good story :)

A fascinating, accessible, unpretentious, first-person account by one of the greatest business leaders of the 20th century. Definitely recommend it!

Best entrepreneurial book I have ever read so far. Ray's life is truly inspiring for anyone working in the business world, wanting to start a business, or working closely with small business owner; this book is a great read and a MUST read. Read it just in time, I just found out the movie is coming out sometime this year. Very entertaining book, at time I couldn't put it down.

I saw the movie and thought it was very slow. A friend recommended the book, so I gave it a try. It is a very easy and quick read. Ray was a risk taker and obviously knew what he was doing. I would highly recommend it.

What a guy - made a name for himself, see the film its better

I don't know what I expected but this is just a run of the mill autobiography!

Whether you're an entrepreneur, business owner, salesman, or marketer, Grinding It Out is a MUST HAVE. It's an easy, quick read. Lots of little gold nuggets along the way. And, Ray shares how he built up McDonald's to what it is today (well... back in the 70s when the book was written). Without him, we probably wouldn't have ever hear of McDonald's.

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