



Grinding It Out: The Making of McDonald's

By Ray Kroc



Grinding It Out: The Making of McDonald's By Ray Kroc

"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.

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Editorial Review

Review

"Columbus discovered America, Jefferson invented it, and Ray Kroc Big Mac'd it." --Tom Robbins, *Esquire* magazine

"A marvelous, zesty read, filled with the optimism and enthusiasm of Ray Kroc." --*West Coast Review of Books*

"He was past fifty before he ever thought of getting into the fast food business. Within a decade he was a millionaire, and his odyssey is a classic success story!" --*Philadelphia Sunday Bulletin*

About the Author

Ray Kroc was an American businessman most famous for founding McDonald's at the age of fifty-two. Widely regarded as one of the most successful entrepreneurs of the twentieth century, Kroc was unfailingly motivated, and continued to evolve and adapt his business practices up until his death to make McDonald's the worldwide phenomenon it is today. He died in California in 1984.

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Daniel Ellis:

The book Grinding It Out: The Making of McDonald's has a lot info on it. So when you check out this book you can get a lot of profit. The book was authored by the very famous author. The writer makes some research prior to write this book. This kind of book very easy to read you will get the point easily after reading this book.

Gary Spengler:

Precisely why? Because this Grinding It Out: The Making of McDonald's is an unordinary book that the inside of the reserve waiting for you to snap the item but latter it will jolt you with the secret the idea inside.

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