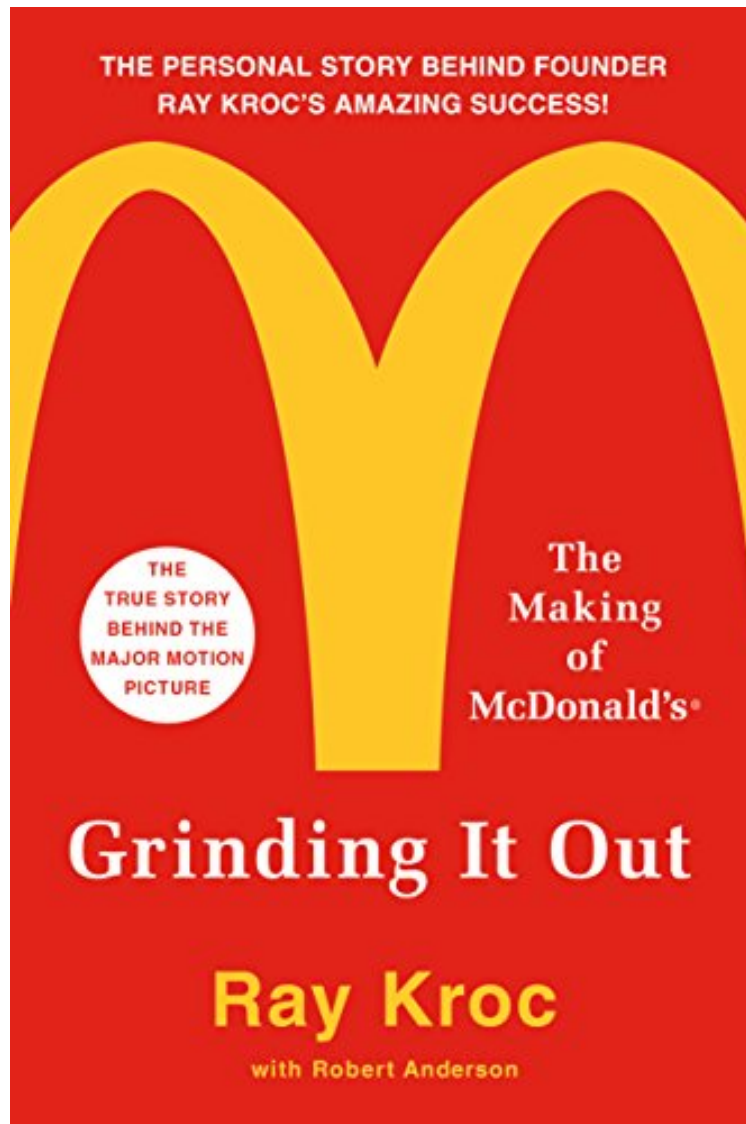


Grinding It Out: The Making of McDonald's

Ray Kroc

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Ray Kroc : Grinding It Out: The Making of McDonald's before purchasing it in order to gage whether or not it would be worth my time, and all praised Grinding It Out: The Making of McDonald's:

0 of 0 people found the following review helpful. A fairly brief read on an All-American success storyBy Will YanA good and quick read on the beginnings of McDonald's and Ray Kroc's determination to succeed with a humble hamburger joint. It's a motivating book especially for those with the determination and persistence to succeed with hard work. It is an excellent example of living up to the American dream.0 of 0 people found the following review helpful. Longer than it needs to be but a terrific storyBy John P. HayesGets to the heart of Kroc and explains the heart of franchising. Fun to read - until the last couple of chapters.0 of 0 people found the following review helpful.

Engaging!By D. PereiraSuch a great read! Mr. Kroc and his ghostwriter did know how to tell a good story :)

"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.

"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 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*