



Grinding It Out: The Making of McDonald's

Ray Kroc

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"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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Playing with family in a park, coming to see the coastal world or hanging out with friends is thing that usually you might have done when you have spare time, subsequently why you don't try thing that really opposite from that. A single activity that make you not sense tired but still relaxing, trilling like on roller coaster you already been ride on and with addition info. Even you love Grinding It Out: The Making of McDonald's, you may enjoy both. It is very good combination right, you still would like to miss it? What kind of hang-out type is it? Oh seriously its mind hangout guys. What? Still don't understand it, oh come on its named reading friends.

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