



Everything I Know About Business I Learned at McDonalds (Paperback)

By Paul Facella, Adina M. Genn

McGraw-Hill Education - Europe, United States, 2015. Paperback. Condition: New. Reissue. Language: English . Brand New Book. What is it about McDonald s that has enabled it to produce more millionaires from within its ranks than any company in history? What earns the undying respect and loyalty of its franchisees, vendors, and 47 million customers served daily, from Moscow to Evansville to Rio de Janeiro? And how does it continue to expand its products, retool its image, and become more popular with each passing year? Few authors are as qualified to answer those questions as company insider Paul Facella. Beginning behind the counter at age 16, Paul literally grew up at McDonald s. From counter, to grill, to Regional Vice President, he has, over the course of his distinguished 34-year career, developed an intimate knowledge of the fast-food giant s management practices and culture. He s also forged personal ties to its legendary leaders, including founder Ray Kroc and CEOs Fred Turner, Mike Quinlan, Jack Greenberg, former President Ed Rensi, and current CEO Jim Skinner. Everything I Know Ab out Business I Learned at McDonald s delivers an up-close-and-personal look at a company where talent is cultivated and encouraged to...



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