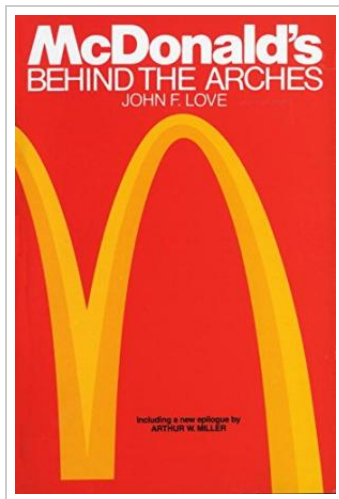




McDonalds Behind The Arches

By John F. Love

Bantam. Paperback. Condition: New. 496 pages. Dimensions: 8.7in. x 6.1in. x 1.2in. McDonalds: it is the worlds premier entrepreneurial success story, a company whose growth worldwide continues to be astonishing. In tough financial times, McDonalds proved that ingenuity, trial and error, and gut instinct were the keys to building a service business the entire world has come to admire. In the years since McDonalds: Behind The Arches was first published, McDonalds has been a trendsetter in advertising, focusing on different ethnic groups as well as the physically disabled. McDonalds created McJobs, a program that employs both mentally challenged adults and senior citizens. And because its franchisees have their fingers on the pulse of the marketplace, McDonalds has evolved successfully with the health food revolution, launching dozens of new products and moving toward environmentally-safe packaging and recyclable goods. Inspiring, informative, and filled with behind the scenes stories, this remarkable saga offers an irresistible look inside a great American business success. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.



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