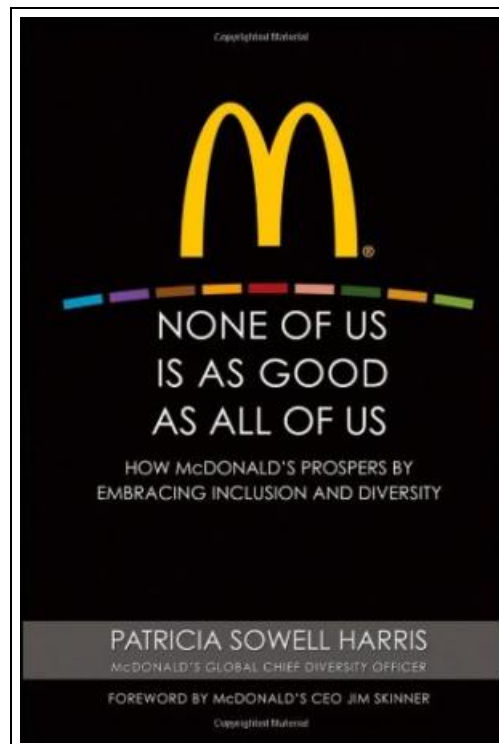


None of Us Is as Good as All of Us: How McDonalds Prospers by Embracing Inclusion and Diversity



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NONE OF US IS AS GOOD AS ALL OF US: HOW MCDONALDS PROSPERS BY EMBRACING INCLUSION AND DIVERSITY



John Wiley & Sons. Hardcover. Book Condition: New. Hardcover. 192 pages. Dimensions: 8.9in. x 6.1in. x 0.9in. An inside account of how McDonalds turns diversity into success. Everyone knows McDonalds, one of the most recognizable brand names in the world. But few know the extent to which McDonalds continued and ongoing success is due to the companys internal philosophy of inclusion and diversity. One of the biggest employers in the world, McDonalds staff is one of the worlds most racially, culturally, and religiously diverse. In None of Us Is As Good As All of Us, McDonalds Global Chief Diversity Officer, Patricia Sowell Harris, offers the first inside look at the companys philosophy of inclusion and diversity through interviews with more than 60 key employees and leaders. These accounts, of franchisees, suppliers, and employees, reveal how McDonalds embraces all races, creeds, and cultures to create unity and business achievement. Written by Patricia Sowell Harris, McDonalds global chief diversity officer. Serves as a template for any business that wants to embrace wider diversity and use it to prosper. With a Foreword by Jim Skinner, McDonalds CEO since 2004. A first look at the inner workings of McDonalds impressive diversity and inclusion philosophy. For any business leader who wants to embrace diversity and encourage team unity, None of Us Is As Good As All of Us offers inspiration and guidance. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Hardcover.



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