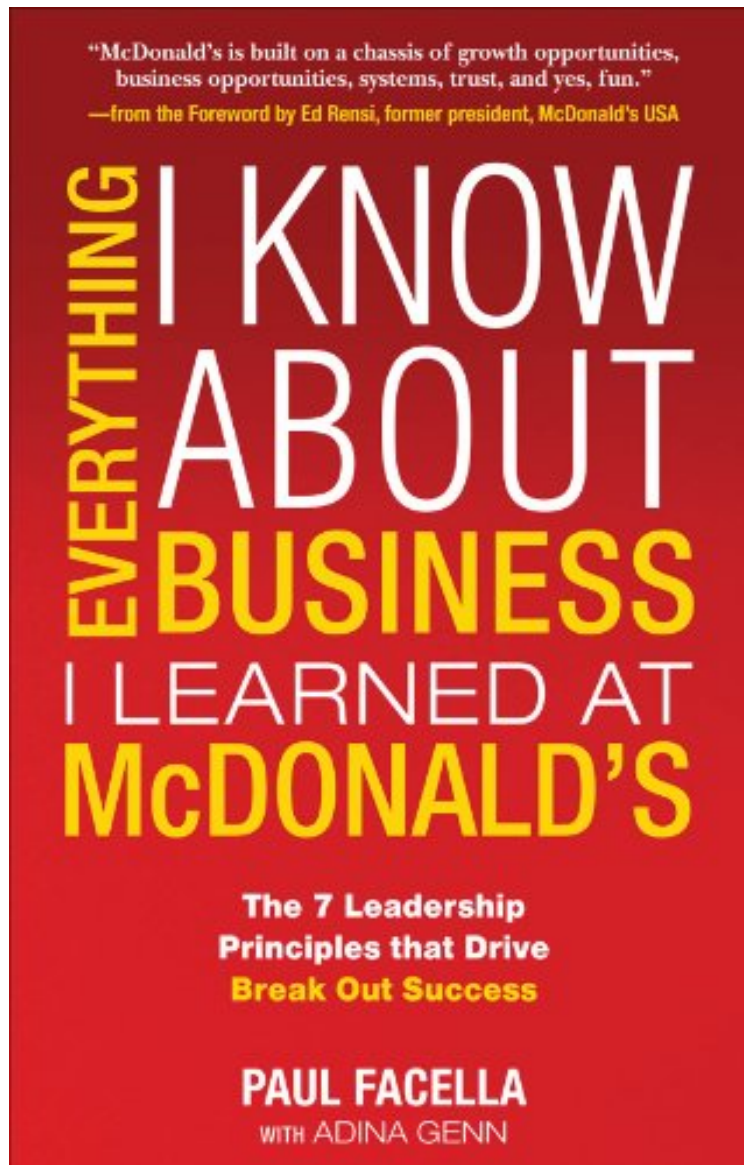


(Read free ebook) Everything I Know About Business I Learned at McDonalds

Everything I Know About Business I Learned at McDonalds

Paul Facella, Adina Genn

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Paul Facella, Adina Genn : Everything I Know About Business I Learned at McDonalds before purchasing it in order to gage whether or not it would be worth my time, and all praised Everything I Know About Business I Learned at McDonalds:

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McDonald's soon after you read this. By Tyler Allred This is an excellent business/self help book. I think we can all learn from the business practices of this highly successful restaurant chain.

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 About Business I Learned at McDonald's* delivers an up-close-and-personal look at a company where talent is cultivated and encouraged to thrive, from the individual restaurant to the corner office. With the help of in-depth interviews and "in their own words" commentaries from company executives, franchisees, and vendors, he explores McDonald's result-driven culture, and reveals the core principles, first laid down by founder Ray Kroc in 1955, that have successfully guided the company for more than five decades. Finally, Paul distills all that knowledge and experience into powerful lessons on teamwork, leadership, integrity, communication, and relationship building that you'll use to achieve stellar results in your company—whether your goal is to build an international business empire of your own, or just the best darned shop in town.

From the Back Cover How Old Fashioned Virtues Made McDonald's a Branding Icon "Written in the same good faith with which Facella lived his tenure at McDonald's, this book relates lessons that are time-tested and applicable in any business, of any size, in any era." —Jeff Kindler, Chairman and CEO, Pfizer "Paul Facella has completely captured the timeless and practical essence of the 'McDonald's Way' that allowed so many ordinary people to succeed beyond their wildest dreams. Reading this book will surely become a must-read for anyone aspiring to win." —Claire Babrowski, executive vice president, chief operating officer of Toys "R Us "The sentiments expressed and the experiences so eloquently demonstrated in Paul's book clearly define how this company keeps employees engaged and keeps 'ketchup flowing' in the blood." —Janann Williams, vice president of people, McCLane company, Inc. "The book shows how McDonald's successful business model was founded on seven simple 'human principles,' and is useful for any business person as a guide for how their business can succeed." —Jean-Marie Horovitz, former managing director, Citigroup "How essential relationships, integrity, and culture are at McDonald's is clear. This book, through lessons learned, translates its applicability to all business environments." —Daniel T. Henry, chief financial officer, American Express

About the Author Paul Facella was Regional Vice President of the New York Region, a position he held for 11 years. As a pupil of the legendary leaders Ray Kroc and Fred Turner, Paul took their teachings to heart. Working as a team with his staff, operators and vendors, he applied these lessons to the New York Region, growing it to \$600 million in revenues—a four-fold increase in profit and a 90% increase in store count, and one of the strongest performing regions in the country. Paul now operates a successful consulting firm in New York. Visit Paul at insidemanagement.com. Adina Genn is an award-winning journalist who has written for The New York Times and Long Island Business News.