



McDonald's: Behind The Arches

John F. Love

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McDonald's: it is the world's premier entrepreneurial success story, a company whose growth worldwide continues to be astonishing. In tough financial times, McDonald's 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 *McDonald's: Behind The Arches* was first published, McDonald's has been a trendsetter in advertising, focusing on different ethnic groups as well as the physically disabled. McDonald's 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, McDonald's 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.

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