



# Grinding It Out: The Making Of McDonald's

*Ray Kroc*

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## Grinding It Out: The Making Of McDonald's Ray Kroc

Few entrepreneurs can claim to have actually changed the way we live, but Ray Kroc is one of them. His revolutions in food service automation, franchising, shared national training and advertising have earned him a place beside the men who founded not merely businesses but entire new industries.

But even more interesting than Ray Kroc the business legend is Ray Kroc the man. Not your typical self-made tycoon, Kroc was 52 when he met the McDonald brothers and opened his first franchise.

Now meet Ray Kroc, the man behind the business legend, in his own words. Irrepressible enthusiast, perceptive people-watcher, and born storyteller, he will fascinate and inspire you. You'll never forget Ray Kroc.

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