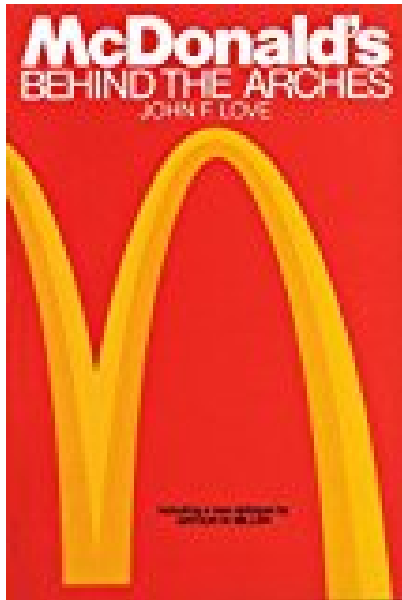


McDonalds Behind The Arches



BOOK DETAILS

- Author : John F. Love
- Pages : 496 Pages
- Publisher : Bantam
- Language : English
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BOOK SYNOPSIS

Discusses the people, the strategies, and the innovations that turned a hamburger stand into a multi-billion-dollar corporation that revolutionized an industry and influenced the culture of America.

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