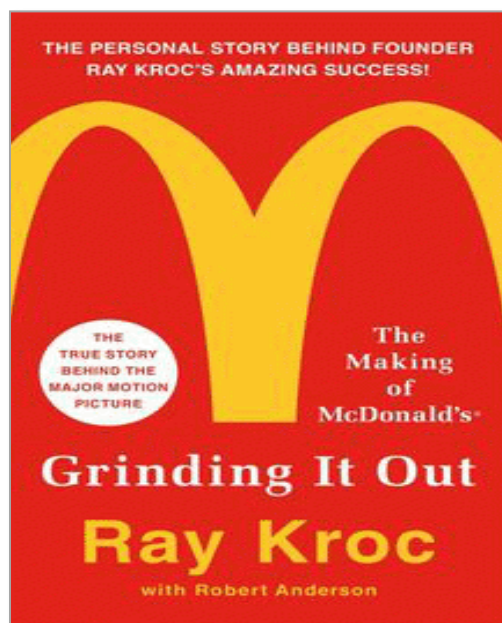


## Advance Information

### Grinding It Out



<b>Author:</b>	Ray Kroc
<b>ISBN:</b>	9781250130280
<b>Imprint:</b>	St Martin's Press
<b>BIC Category:</b>	Business strategy
<b>Dimensions:</b>	172 x 102 x 10
<b>Binding/PP:</b>	Paperback, 256 pp
<b>Rights Countries:</b>	United Kingdom & Ireland
<b>Pub. Date</b>	01 Nov 2016
<b>Price:</b>	GBP7.99

#### Selling Points:

To be published to tie in with the major motion picture, The Founder, starring Michael Keaton and Laura Dern. The film is scheduled for release around Christmas 2016.

#### Description:

Few entrepreneurs can claim to have radically changed the way we live, and 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 and women who have founded not only businesses, but entire empires. But even more interesting than Ray Kroc the business man is Ray Kroc the man. Not your typical self-made tycoon, Kroc was fifty-two years old when he met the McDonald brothers and opened his first franchise. In Grinding It Out, you'll meet the man behind McDonald's, one of the largest fast-food corporations with over 32,000 stores worldwide. Irrepressible enthusiast, intuitive people-person, and born storyteller, Kroc will fascinate and inspire you on every page.

#### Author's Previous Books:

9780312929879 Grinding It Out (previous edition)