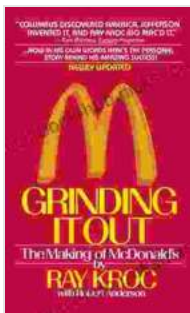


# Grinding It Out: The Making of McDonald's

The story of McDonald's is a classic example of American entrepreneurialism. Ray Kroc, the founder of McDonald's, was a relentless salesman who never gave up on his dream, even when faced with setbacks. He was also a master of marketing and franchising, and he used these skills to create a global empire.

Kroc was born in Oak Park, Illinois, in 1902. He dropped out of high school at the age of 15 to join the Red Cross during World War I. After the war, he worked as a milk shake machine salesman. In 1940, he heard about a new hamburger restaurant in San Bernardino, California, called McDonald's.

Kroc was impressed by the restaurant's efficiency and cleanliness. He also saw the potential for franchising the concept. He contacted the McDonald brothers, Richard and Maurice, and offered to become their franchise agent.



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

★★★★☆ 4.6 out of 5

Language	: English
File size	: 1672 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
X-Ray	: Enabled
Word Wise	: Enabled
Print length	: 222 pages

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The McDonald brothers were reluctant at first, but they eventually agreed to Kroc's terms. Kroc opened his first McDonald's franchise in Des Plaines, Illinois, in 1955. The restaurant was a huge success, and Kroc soon began to open more franchises.

By 1961, Kroc had bought out the McDonald brothers for \$2.7 million. He then began to expand the company rapidly. He opened new restaurants in the United States and internationally. He also introduced new products, such as the Big Mac and the Chicken McNuggets.

Under Kroc's leadership, McDonald's became the world's largest fast-food chain. The company had more than 30,000 restaurants in over 100 countries. Kroc died in 1984, but his legacy continues. McDonald's is still the world's largest fast-food chain, and it is one of the most recognizable brands in the world.

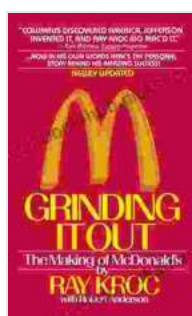
Kroc's success was due to a number of factors. He was a relentless salesman who never gave up on his dream. He was also a master of marketing and franchising. He used these skills to create a global empire that has made him one of the most successful entrepreneurs in American history.

Here are some of the key lessons that can be learned from Kroc's story:

- **Never give up on your dream.** Kroc faced many setbacks in his life, but he never gave up on his dream of building a successful business.
- **Be a master of marketing.** Kroc was a master of marketing. He used advertising, public relations, and promotions to build the McDonald's brand.

- **Be a master of franchising.** Franchising was a key factor in McDonald's success. Kroc used franchising to expand the company rapidly and to share the risk with other investors.

If you want to be successful in business, you can learn a lot from Ray Kroc. He was a relentless salesman, a master of marketing, and a master of franchising. He used these skills to create a global empire that has made him one of the most successful entrepreneurs in American history.



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