



Everything I Know About Business I Learned at McDonald's: The 7 Leadership Principles that Drive Break Out Success

Paul Facella, Adina Genn

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What is it about McDonald's that has enabled it to produce more millionaires from within its ranks than any company in history?

What earns the undying respect and loyalty of its franchisees, vendors, and 47 million customers served daily, from Moscow to Evansville to Rio de Janeiro?

And how does it continue to expand its products, retool its image, and become more popular with each passing year?

Few authors are as qualified to answer those questions as company insider Paul Facella. Beginning behind the counter at age 16, Paul literally grew up at McDonald's. From counter, to grill, to Regional Vice President, he has, over the course of his distinguished 34-year career, developed an intimate knowledge of the fast-food giant's management practices and culture. He's also forged personal ties to its legendary leaders, including founder Ray Kroc and CEOs Fred Turner, Mike Quinlan, Jack Greenberg, former President Ed Rensi, and current CEO Jim Skinner.

Everything I Know About Business I Learned at McDonald's delivers an up-close-and-personal look at a company where talent is cultivated and encouraged to thrive, from the individual restaurant to the corner office. With the help of in-depth interviews and “in their own words” commentaries from company executives, franchisees, and vendors, he explores McDonald's result-driven culture, and reveals the core principles, first laid down by founder Ray Kroc in 1955, that have successfully guided the company for more than five decades.

Finally, Paul distills all that knowledge and experience into powerful lessons on teamwork, leadership, integrity, communication, and relationship building that you'll use to achieve stellar results in your company—whether your goal is to build an international business empire of your own, or just the best darned shop in town.

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