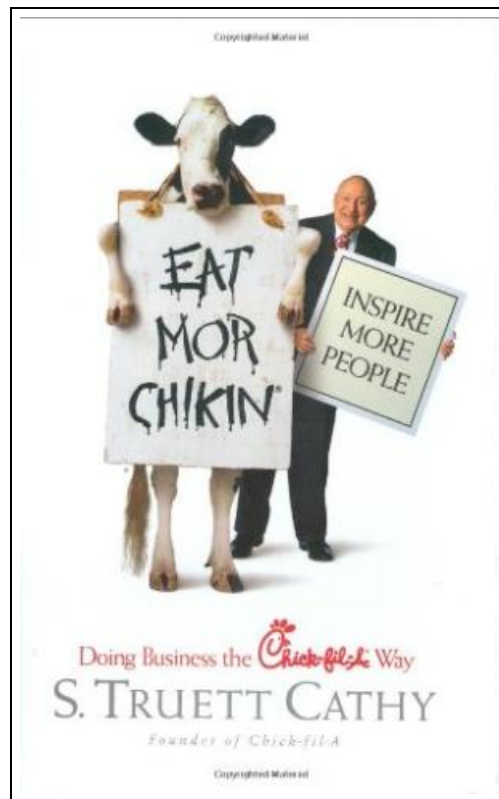


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EAT MOR CHIKIN: INSPIRE MORE PEOPLE: DOING BUSINESS THE CHICK-FIL-A WAY (HARDBACK)



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Looking Glass Books, Inc, United Kingdom, 2002. Hardback. Condition: New. Language: English . Brand New Book. Truett Cathy is a real-life Horatio Alger story. He grew up in a boarding house his mother operated, where he learned the principles of hard work, fairness, honesty, loyalty, and respect. When he opened a small restaurant in 1946 with his brother Ben, he put those principles to work and immediately began to experience their rewards. Twenty-one years later Truett Cathy opened the first Chick-fil-A restaurant, which was unique in America in two ways: it served the first boneless breast chicken sandwich, and it was the first fast-food restaurant to operate in a shopping mall. Today there are more than 1,000 Chick-fil-A restaurants with more than \$1 billion in sales annually. Truett Cathy has achieved his success while living the life of a servant leader. From the age of eight, when he iced down the Cokes he was selling at his front-yard drink stand and saw the resulting growth in sales, he has sought ways to please customers. That attitude is evident today at each Chick-fil-A restaurant, where Operators and team members have been inspired by the founder s commitment to others. Truett Cathy s commitment reaches far beyond the people who work and eat in his restaurants. Through the WinShape Centre Foundation, funded by Chick-fil-A, he operates foster homes for more than 120 children, sponsors a summer camp for more than 1,600 children, and has provided college scholarships for more than 15,000 students. In *Eat Mor Chikin: Inspire More People*, Truett Cathy challenges readers to focus on people and principles. Then good success will surely follow.



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