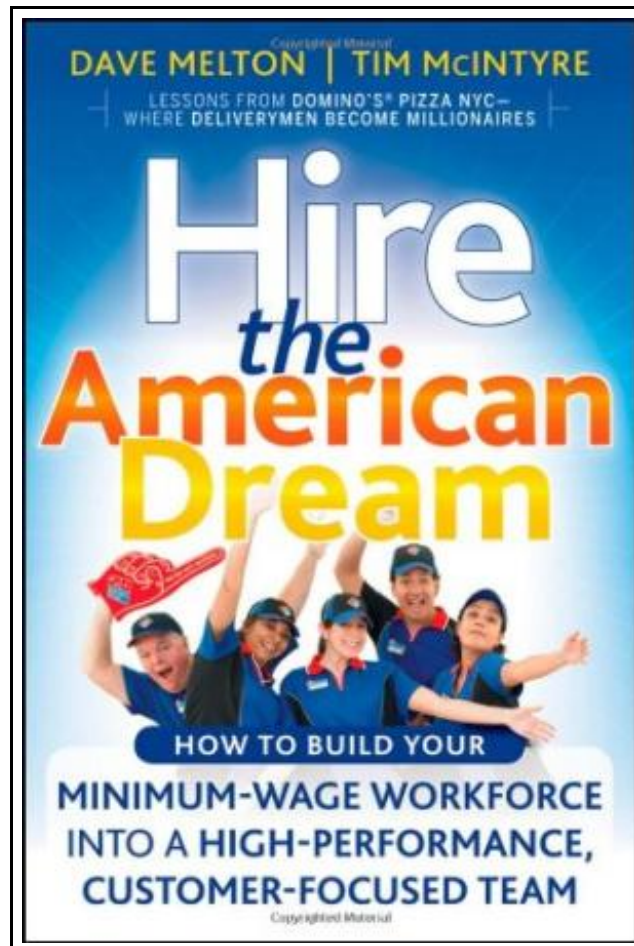


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John Wiley and Sons Ltd, United Kingdom, 2009. Hardback. Book Condition: New. 229 x 157 mm. Language: English . Brand New Book. An inspiring story and valuable insight on building high-performing teams What kind of fast food operator is so inspiring that his employees name their children after him? Dave Melton is a Domino s Pizza franchise owner in New York City who has had zero turnover among his store managers in the past six years--in an industry where the average annual turnover is fifty percent. Most of Melton s managers were recent immigrants to America when he gave them jobs as pizza deliverymen making minimum wage; each of them now earns \$60,000-\$80,000 a year and four of Melton s employees have gone on to become multimillionaire Domino s franchise owners themselves. In *Hire the American Dream*, Melton and Domino s Vice President of Communication Tim McIntyre reveal the inspiring tactics Melton used to turn his minimum-wage workers into high-performing teams of customer-service specialists. By teaching the philosophy of opportunity for all, creating a common language of incentives and worker rewards, stressing customer service, and accommodating the special needs of employees, Melton has built successful franchises in the nation s toughest pizza market. If these tactics can work for Domino s in New York, it can work for any business in any market. For business owners and entrepreneurs who want to learn to build a high-performing workforce, *Hire the American Dream* provides an enlightening and inspiring guide to business success. Dave Melton (New York, NY) is the owner of four successful Domino s Pizza franchises in New York City, the most competitive pizza market in the world. An award-winning franchisee, he is past chairman of the Domino s Franchisee Association and a frequent speaker at Domino s Pizza franchise events....



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