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John F. Love's McDonald's: Behind the Arches was something of a landmark book when it was originally published in 1986, and even after more than three decades it serves as a useful and thoroughly researched history of the company's—and the entire American fast food industry's—early years.

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Love's book, McDonald's: Behind the Arches, is essentially a comprehensive history of the McDonald's franchise. That being said, it can get a little redundant and overwhelming with the details. That being said, it can get a little redundant and overwhelming with the details.

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On McDonald's – Behind The Arches. As best summarized on the back cover of the book – "McDonald's is the story of an American business success, a company that proved the value of hard work, ingenuity, trial and error, and gut instincts. In McDonald's: Behind the Arches, business writer John F.

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Behind the Arches is a history of McDonald's from its pre-history and inception up to the mid-90s when the book is published. As the author notes in the forward, many people know the outer face of McDonald's, which is carefully managed.

McDonald's: Behind the Arches Summary & Study Guide

In McDonald's: Behind the Arches, business writer John F. Love tells the astonishing story of the people and the strategies, the innovation and the brilliance that turned a single hamburger stand into a multibillion-dollar corporation that has influenced the very culture of America - and now the

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