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NONE OF US IS AS GOOD AS ALL OF US: HOW MCDONALD'S PROSPERS BY EMBRACING INCLUSION AND DIVERSITY

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Times Group Books, New Delhi, India, 2010. Hardcover. Book Condition: New. Dust Jacket Condition: New. First Edition. None of Us is As Good As All of Us tells the first insider story from any major corporation on how diversity within the organization translates into success in business. Although everyone knows McDonald's, very few people realize that its overwhelming, worldwide sensation is due, in part, to its commitment to inclusion and diversity throughout its three-legged stool of owner/operators, suppliers, and employees. Patricia Sowell Harris has interviewed more than 60 key players who brought diversity alive at McDonald's; and she makes the company's remarkable story accessible to all readers. Each of the accounts of franchisees, employees, and suppliers who were an essential part of the evolution of diversity at McDonald's is more awe-inspiring than the last. Harris's lessons serve as a template on how to embrace and value people of different races, religions, languages and other factors, and turn those unique traits into unifying business achievement. Printed Pages: 192.

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