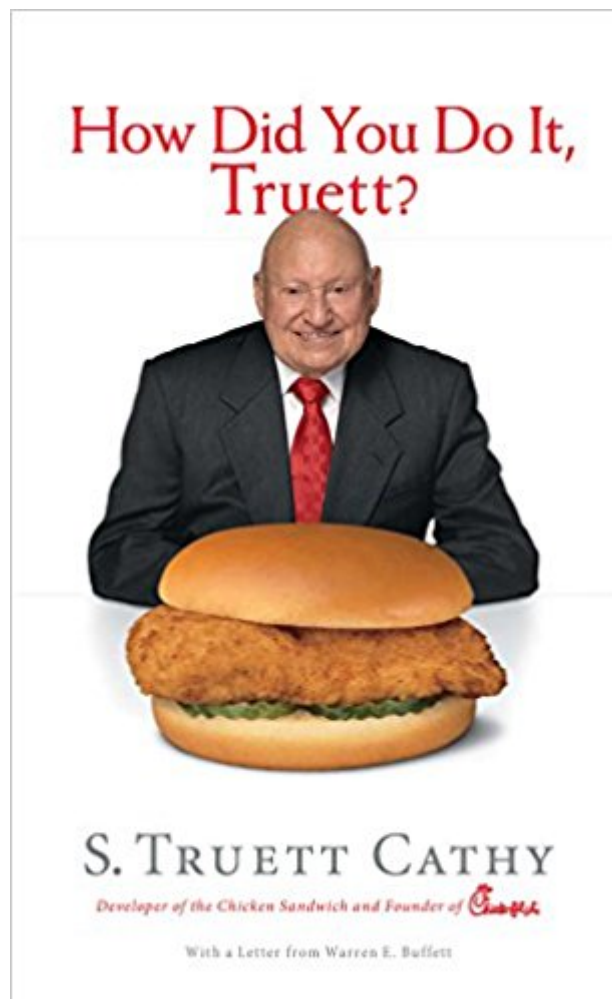




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How Did You Do It, Truett?: A Recipe For Success



Synopsis

How does the man working behind the counter of a mom-and-pop diner for twenty-one years turn a good idea into a restaurant chain worth \$2 billion annual sales? S. Truett Cathy, founder and CEO of Chick-fil-A, shares the answers in *How Did You Do It, Truett?* The inventor of the chicken sandwich and the founder of Chick-fil-A, Truett Cathy also pioneered quick-service food in shopping malls, and is now one of America's most successful and respected businessmen. His restaurants, which are always closed on Sunday, achieve higher sales per unit than others that remain open seven days a week. Forty years after opening the first Chick-fil-A restaurant, the chain now has more than 1,300 units in thirty-eight states. *How Did You Do It, Truett?* offers countless nuggets of wisdom. The 86-year-old chief executive officer's keen business sense, his commitment to his principles, and his desire to keep the business simple pours off of every page. His lessons apply not only to business, but family and community life as well.

Book Information

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Customer Reviews

Armed with a keen business sense, a work ethic forged during the Depression, and a personal and business philosophy based on biblical principles, Truett Cathy took a tiny Atlanta diner, originally called the Dwarf Grill, and transformed it into Chick-fil-A, the nation's largest quick-service chicken restaurant chain with more than \$5 billion in sales in 2013 and more than 1,800 locations. His tremendous business success allowed Truett to pursue other passions – most notably his interest in the development of young people.

Selling a Chicken Sandwich is no different from any other business. The profit we produce from from what we offer is the scorecard for any business. My 3 main takeaways from this book are- Businesses don't succeed or fail. People do.- Treat your people Right, and your people will treat your customers Right.- The size of your business is directly proportional to your ability to delegate correctly A wonderful book, that I have learned so much from you Cathy. Thank YOU! William TehInvestor | Author | EntrepreneurTTTrends Investments

I have been introducing my children to various people through history via biography. I saw this & thought it would be a great book about someone from their time period. It is a wonderful, easy , albeit short read. It is a great success story for student to discuss: why did he do what he did, what difficulties did he face & how did he overcome them, how would you handle the problems he faced, what can you learn & apply to your own life from this person? A wonderful addition to our biography library.

Got it for my grandson who had to do a report on someone that helped change the world. Amazing story of one man, with integrity, keeping his eye on the goal he set for himself and never wavered from his mind set of being honest. Truett Cathy was an amazing man, and a must read.

I absolutely loved reading this particular book of Mr. Cathy's. I literally teared up at parts where you truly get an inside look and get to know what an amazing man he was and the legacy he has created. I aspire to take his philosophy wherever I go in life. This book should be a "Must Read" for any and all organizations. Humble beginnings to holding fast to his convictions. Amazing!! Highly recommend.

Great read by a great man

It was a short read but interesting.

This is a great read. It is a classic story of the American Dream, and means to honestly achieve it. It tells the brief story of how this hardworking Christian man turned one family restaurant into a successful billion dollar enterprise with more than 1000 stores. I especially recommend this book to those with a strong faith in Christianity.

This is definitely NOT a "how to" book to start a business. Rather it's bits of wisdom compiled by Cathy and his staff over the years highlighting how he built his business. He offers many caveats and axioms when starting/running a business, such as: "success won't happen until you want to" (chap 1), or make sure your personal timing is right to start a business (chap 2), or "don't be burdened with personal debt" if you want to see your goals come true (chap 9). Similar books in this genre are, Sam Walton: Made in America and David Green's More Than a Hobby. All of these titles I enjoyed very much, and would recommend them, but expect to get a more philosophical idea of how to run a business (or succeed at anything really) than a nuts and bolts strategy to begin and run one.

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