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Description:

Review "Columbus discovered America, Jefferson invented it, and Ray Kroc Big Mac'd it." --Tom Robbins, *Esquire* magazine

"A marvelous, zesty read, filled with the optimism and enthusiasm of Ray Kroc." --*West Coast Review of Books*

"He was past fifty before he ever thought of getting into the fast food business. Within a decade he was a millionaire, and his odyssey is a classic success story!" --*Philadelphia Sunday Bulletin*
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