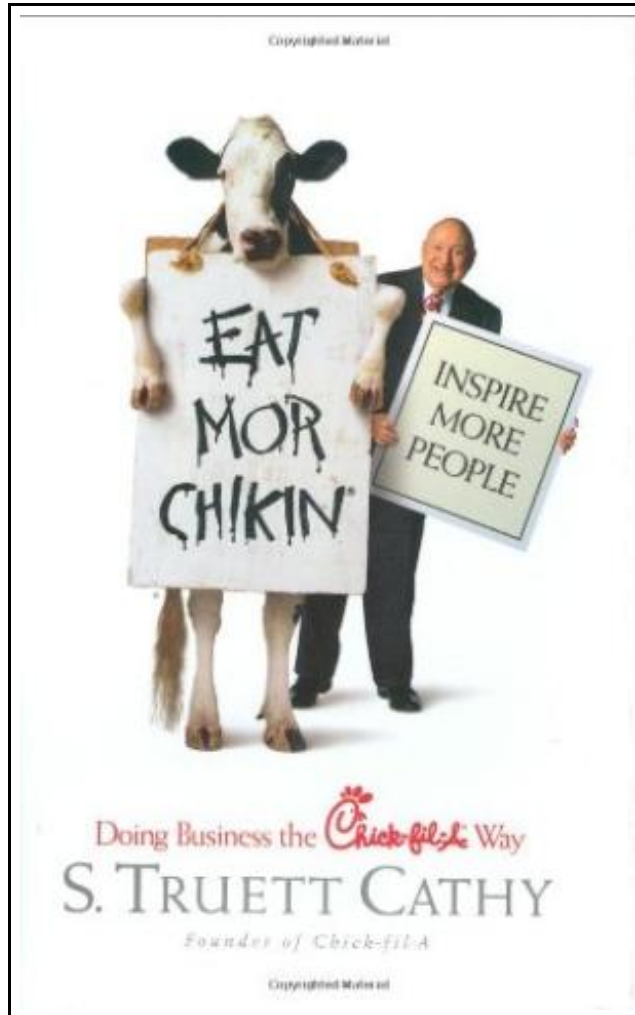


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EAT MOR CHIKIN: INSPIRE MORE PEOPLE (HARDBACK)



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John F Blair Pub, United Kingdom, 2002. Hardback. Book Condition: New. 218 x 145 mm. Language: English . Brand New Book. S. Truett Cathy is a real-life, living Horatio Alger story. Growing up in a boarding house his mother operated during the Great Depression, he learned the principles of hard work, fairness, honesty, loyalty, and respect. When he opened a small restaurant in 1946 with his brother Ben, he put those principles to work and immediately began to experience their rewards. Twenty-three years later Cathy opened the first Chick-fil-A restaurant, which was unique in America in two ways: it served the first boneless breast chicken sandwich, and it was the first fast-food restaurant to operate in a shopping mall. Today there are more than one thousand Chick-fil-A restaurants with more than \$1 billion in sales annually while adhering to a policy unknown in the fast-food business -- Chick-fil-A is closed on Sundays. Truett Cathy's commitment reaches far beyond the people who work and eat in his restaurants. Through the WinShape. Centre Foundation, funded by Chick-fil-A, he operates foster homes for more than 120 children, sponsors a summer camp for more than 1,600 children, and has provided college scholarships for more than 16,500 students. In *Eat Mor Chikin: Inspire More People*, Truett Cathy challenges readers to focus on people and principles. The principles he outlines in this book have brought success to his business, and he insists that anyone who follows them will surely enjoy similar results.



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