

The Man Who Made the McDonald's Fortune and the Woman Who Gave It All Away

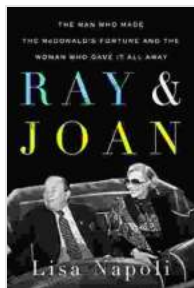


The story of Ray Kroc and Joan Kroc is a tale of two people who had very different visions for the McDonald's fortune. Ray Kroc was a shrewd businessman who built McDonald's into one of the world's largest fast-food chains. Joan Kroc was a philanthropist who gave away millions of dollars to charitable causes.

Ray Kroc: The Man Who Made the McDonald's Fortune

Ray Kroc was born in 1902 in Oak Park, Illinois. He dropped out of high school at the age of 15 and worked a variety of jobs before becoming a milkshake machine salesman. In 1954, he visited the McDonald brothers'

hamburger restaurant in San Bernardino, California, and was impressed by their efficient system. He convinced the brothers to let him franchise their restaurant, and he opened his first McDonald's restaurant in Des Plaines, Illinois, in 1955.



Ray & Joan: The Man Who Made the McDonald's Fortune and the Woman Who Gave It All Away by Lisa Napoli

★★★★☆ 4.3 out of 5

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Screen Reader : Supported
Enhanced typesetting : Enabled
X-Ray : Enabled
Word Wise : Enabled
Print length : 363 pages



Kroc was a ruthless businessman who was determined to build McDonald's into a global empire. He standardized the McDonald's menu and operations, and he aggressively expanded the chain through franchising. By the time of his death in 1984, McDonald's had more than 7,500 restaurants in over 30 countries.

Joan Kroc: The Woman Who Gave It All Away

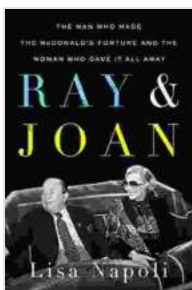
Joan Kroc was born in 1928 in St. Paul, Minnesota. She met Ray Kroc in 1968, and they were married a year later. Joan was a devout Catholic who was deeply committed to helping others. She was particularly interested in supporting the arts, education, and healthcare.

After Ray Kroc's death, Joan inherited his fortune. She used her wealth to create the Joan B. Kroc Foundation, which has donated millions of dollars to charitable causes. The foundation has supported a wide range of projects, including the construction of schools, hospitals, and performing arts centers.

The Legacy of Ray and Joan Kroc

Ray and Joan Kroc were two very different people, but they both had a profound impact on the world. Ray Kroc built McDonald's into a global empire, and Joan Kroc used her fortune to make a difference in the lives of others. Together, they left a legacy that will continue to inspire and motivate people for generations to come.

The story of Ray and Joan Kroc is a reminder that money can be used for good or for evil. Ray Kroc used his wealth to build a business empire, while Joan Kroc used hers to help others. It is up to each of us to decide how we will use our money and our lives.

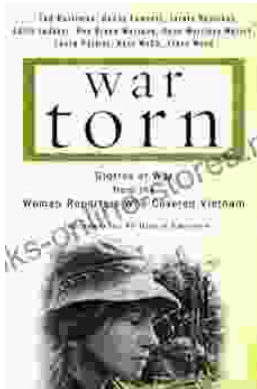


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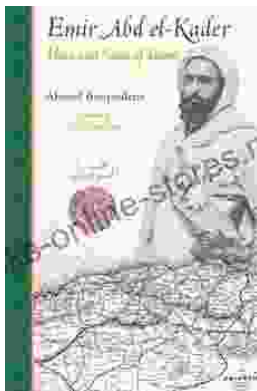
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