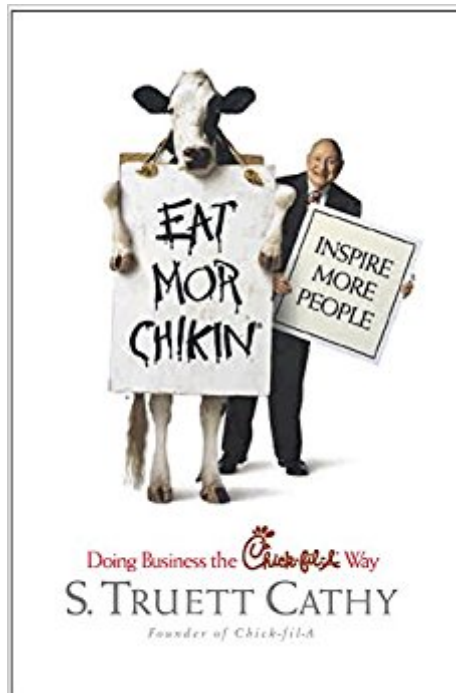




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# Eat Mor Chikin: Inspire More People: Doing Business The Chick-fil-A Way



## Synopsis

Truett Cathy is a real-life Horatio Alger story. He grew up in a boarding house his mother operated, where 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-one years later Truett 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 1,000 Chick-fil-A restaurants with more than \$1 billion in sales annually. Truett Cathy has achieved his success while living the life of a servant leader. From the age of eight, when he iced down the Cokes he was selling at his front-yard drink stand and saw the resulting growth in sales, he has sought ways to please customers. That attitude is evident today at each Chick-fil-A restaurant, where Operators and team members have been inspired by the founder's commitment to others. 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 15,000 students. In *Eat Mor Chikin: Inspire More People*, Truett Cathy challenges readers to focus on people and principles. Then good success will surely follow.

## 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.

I really enjoyed this book and learning about the history of Truett and his principles. That being said, I was disappointed because this book was not what I expected. I read the chapter titles and expected a more anecdotal book on the subject of the chapter name. This was not the case. It more describes the stage of life that he is writing about than helping us maintain such a value, which would have been fine if the sub title wasn't "Doing Business the Chick-Fil-A Way". It should have been called "The Story of S. Truett Cathy". So, if you are interested in reading about S. Truett Cathy, his wonderful story and love for God expressed in his love for children, then I definitely suggest reading this book. I don't regret it. However, if you are looking for a book to layout moral, God-focused principles and how to measure / achieve them, then I would not suggest this book.

This is the 5th book I read written by Mr. Truett Cathy. It is both simple and deeply written, sharing Mr. Truett Cathy's values, outlook, and choices he made doing business, giving back, and leaving his legacy. The 3 main ideas I took away from this reading are 1) In business, sometimes it is more important to do what's right, instead of what's best 2) You don't have to be smart to care, you just need a heart 3) The children are the future. Take care of the children, and we take care of the future. A lovely book. William Teh Investor | Author | Entrepreneur TTTrends Investments

It's a good and interesting book about his life and the business.

They are a wonderful company. I know many teens, college kids, and adults that have worked for them and all come away having a positive experience. They produce a product everyone wants and do it well, with pride, and with kindness. Reading this book only heightens our admiration of this company.

A must read book. Great insights for making your success.

I purchased this book expecting (and perhaps hoping) for a narrative of the Chick-Fil-A corporate marketing and operations strategy. I was surprised to find an auto-biography instead. This book was not at all what I anticipated, but I am so very glad that I stumbled across it. "Eat More Chikin" does indeed contain Mr. Cathy's secret to success, but if you're convinced that effective business strategy has to be complex, you just might miss it. This writing reveals the very philosophy that has made S. Truett Cathy a winner in business and every other facet of life. And yes, I was in fact inspired!

Inspiring book about an awesome company and man making a wonderful difference in the world.

Great book on business and values to match :)

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