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I highly recommend, if you want to understand the big picture about McDonald's, you read John Love's McDonald's: Behind The Arches.

Harry j. sonneborn - wikipedia

Harry J. Sonneborn (June 12, 1916 – September 21, 1992) was an American businessman, best known for being the first president and chief executive of McDonald's Corporation. McDonald's: Behind the Arches. New York: Bantam Books.

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