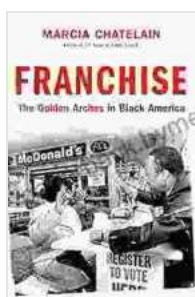


# Own Your Piece of the American Dream: Franchise The Golden Arches In Black America

For decades, McDonald's has been a symbol of American capitalism and entrepreneurial success. Now, with the release of Franchise The Golden Arches In Black America, you can discover the untold stories of the African American franchisees who defied the odds to build successful businesses within the iconic brand.



## Franchise: The Golden Arches in Black America

by Marcia Chatelain

★★★★☆ 4.5 out of 5

Language : English  
File size : 8090 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
X-Ray : Enabled  
Word Wise : Enabled  
Print length : 326 pages



Written by Marcia Chatelain, a renowned historian and professor at Georgetown University, this book is a must-read for anyone interested in business, race, and American history. It chronicles the experiences of Black McDonald's franchisees, from the challenges they faced to the triumphs they achieved.

## A Legacy of Success

McDonald's has a long history of supporting diversity and inclusion. In 1968, the company launched its first Minority Franchise Program, which provided financial and technical assistance to minority entrepreneurs who wanted to own and operate their own McDonald's restaurants. This program has helped to create a legacy of success for Black McDonald's franchisees.

Today, there are over 1,000 Black-owned McDonald's restaurants in the United States, generating billions of dollars in revenue annually. These franchisees are not just business owners; they are also community leaders who are committed to giving back. They provide jobs, sponsor local youth programs, and contribute to the economic vitality of their communities.

## The Untold Stories

*Franchise The Golden Arches In Black America* tells the stories of some of the most successful Black McDonald's franchisees. You'll meet:

- **Herman Petty**, who opened his first McDonald's restaurant in Memphis, Tennessee, in 1969, and went on to become one of the most successful franchisees in the country.
- **Dr. \*\*Otis Hairston\*\***, a former Tuskegee Airman who overcame discrimination to become a successful McDonald's franchisee and community leader in Detroit.
- **Loretta Lynch**, who worked her way up from a crew member to become the owner of multiple McDonald's restaurants in Chicago.

These stories are inspiring examples of how hard work, determination, and the support of a great company can lead to success. They also highlight the important role that McDonald's has played in creating opportunities for African Americans in business.

## **The American Dream Is Alive**

If you've ever dreamed of owning your own business, *Franchise The Golden Arches In Black America* will show you how it's possible. The book provides a step-by-step guide to the McDonald's franchise process, including information on:

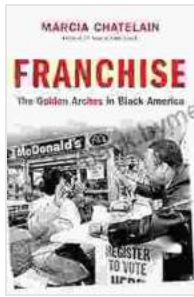
- The qualifications you need to become a franchisee
- The financial investment required
- The training and support you'll receive from McDonald's
- The potential earnings you can generate

With the support of McDonald's, you can own your piece of the American dream. *Franchise The Golden Arches In Black America* will show you how to get started.

## **Free Download Your Copy Today!**

*Franchise The Golden Arches In Black America* is available now at Our Book Library and other major booksellers. Free Download your copy today and start your journey to business ownership.

Free Download Now



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