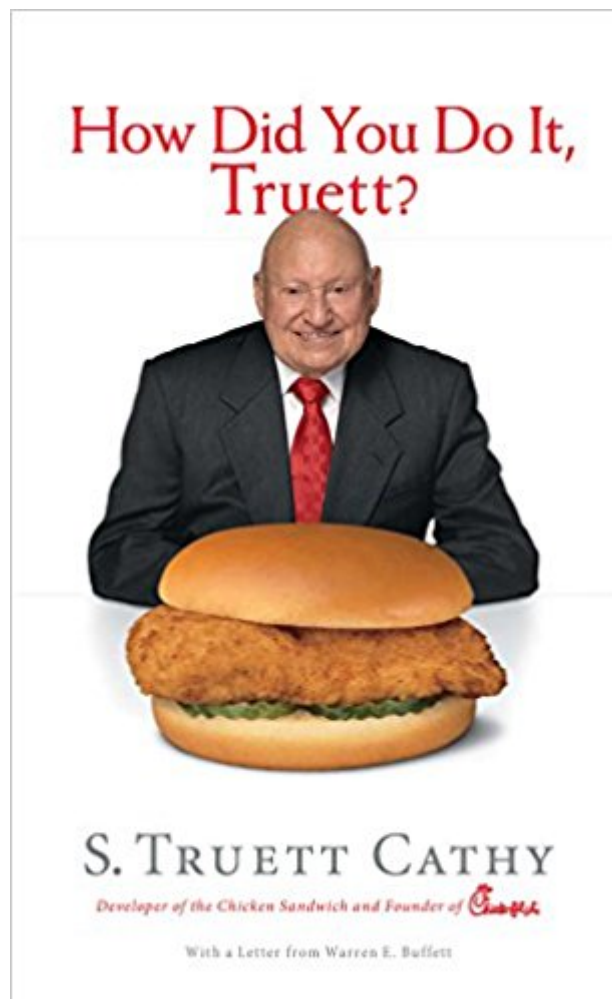




The book was found

# How Did You Do It, Truett?: A Recipe For Success



## Synopsis

How does the man working behind the counter of a mom-and-pop diner for twenty-one years turn a good idea into a restaurant chain worth \$2 billion annual sales? S. Truett Cathy, founder and CEO of Chick-fil-A, shares the answers in *How Did You Do It, Truett?* The inventor of the chicken sandwich and the founder of Chick-fil-A, Truett Cathy also pioneered quick-service food in shopping malls, and is now one of America's most successful and respected businessmen. His restaurants, which are always closed on Sunday, achieve higher sales per unit than others that remain open seven days a week. Forty years after opening the first Chick-fil-A restaurant, the chain now has more than 1,300 units in thirty-eight states. *How Did You Do It, Truett?* offers countless nuggets of wisdom. The 86-year-old chief executive officer's keen business sense, his commitment to his principles, and his desire to keep the business simple pours off of every page. His lessons apply not only to business, but family and community life as well.

## Book Information

Hardcover: 95 pages

Publisher: Looking Glass Books, Inc (November 16, 2007)

Language: English

ISBN-10: 1929619332

ISBN-13: 978-1929619337

Product Dimensions: 8.7 x 6.3 x 0.6 inches

Shipping Weight: 12.8 ounces (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 stars 60 customer reviews

Best Sellers Rank: #32,700 in Books (See Top 100 in Books) #22 in [Books > Business & Money > Business Culture > Etiquette](#) #132 in [Books > Biographies & Memoirs > Professionals & Academics > Business](#) #189 in [Books > Business & Money > Skills > Decision Making](#)

## 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.

Selling a Chicken Sandwich is no different from any other business. The profit we produce from from what we offer is the scorecard for any business. My 3 main takeaways from this book are- Businesses don't succeed or fail. People do.- Treat your people Right, and your people will treat your customers Right.- The size of your business is directly proportional to your ability to delegate correctlyA wonderful book, that I have learned so much from you Cathy. Thank YOU!William TehInvestor | Author | EntrepreneurTTTrends Investments

I have been introducing my children to various people through history via biography. I saw this & thought it would be a great book about someone from their time period. It is a wonderful, easy , albeit short read. It is a great success story for student to discuss: why did he do what he did, what difficulties did he face & how did he overcome them, how would you handle the problems he faced, what can you learn & apply to your own life from this person?.A wonderful addition to our biography library.

Got it for my grandson who had to do a report on someone that helped change the world. Amazing story of one man, with integrity, keeping his eye on the goal he set for himself and never wavered from his mind set of being honest. Truett Cathy was an amazing man, and a must read.

I absolutely loved reading this particular book of Mr. Cathy's. I literally teared up at parts where you truly get an inside look and get to know what an amazing man he was and the legacy he has created. I aspire to take his philosophy wherever I go in life. This book should be a "Must Read" for any and all organizations. Humble beginnings to holding fast to his convictions. Amazing!! Highly recommend.

Great read by a great man

It was a short read but interesting.

This is a great read. It is a classic story of the American Dream, and means to honestly achieve it. It tells the brief story of how this hardworking Christian man turned one family restaurant into a successful billion dollar enterprise with more than 1000 stores. I especially recommend this book to those with a strong faith in Christianity.

This is definitely NOT a "how to" book to start a business. Rather it's bits of wisdom compiled by Cathy and his staff over the years highlighting how he built his business. He offers many caveats and axioms when starting/running a business, such as: "success won't happen until you want to" (chap 1), or make sure your personal timing is right to start a business (chap 2), or "don't be burdened with personal debt" if you want to see your goals come true (chap 9). Similar books in this genre are, Sam Walton: Made in America and David Green's More Than a Hobby. All of these titles I enjoyed very much, and would recommend them, but expect to get a more philosophical idea of how to run a business (or succeed at anything really) than a nuts and bolts strategy to begin and run one.

[Download to continue reading...](#)

How Did You Do It, Truett?: A Recipe for Success Did I Mention I Need You? (Did I Mention I Love You (DIMILY)) Did I Mention I Need You? (Did I Mention I Love You (DIMILY) Book 2) Did I Mention I Miss You? (Did I Mention I Love You (DIMILY)) Did I Mention I Love You? (Did I Mention I Love You (DIMILY) Book 1) Did I Mention I Miss You? (Did I Mention I Love You (DIMILY) Book 3) Chicken Pot Pie Recipe : 50 Delicious of Chicken Pot Pie Cookbook (Chicken Pot Pie Recipe, Chicken Pot Pie Recipe Book, Chicken Pot Pie Cookbook) (Karen Gant Recipes Cookbook No.4) CAKE COOKBOOK: The Top 100 Cake Recipes: cake recipes, cake cookbook, cake, cake recipe, cake recipe book, delicious cake recipes (cake recipes, cake ... cake recipe book, delicious cake recipes) Ninja Recipe Book: Quick, Easy And Delicious Ninja Smoothies For Your Ninja Professional Blender (Ninja Bullet Recipe Book, Ninja Blender Recipe Book, ... and Smoothies for Weight Loss Book 1) The DIY Sprinkler Book: Install Your Own Automatic Sprinkler System. Save Thousands and Get the Satisfaction of Knowing You Did it Yourself and Did it ... Own Automatic Sprinkler System, Lawn Care) How Did That Get to My House? Water (Community Connections: How Did That Get to My House?) Ninja Blender Recipe Book: Lose Weight And Shred The Pounds Fast With These Delicious And Healthy Ninja Blender Recipe Book Recipes You Can Make ... Recipes, Ninja Blender Cookbook) (Volume 1) The Art of Belief: Design Your Mind to Destroy Limitations, Unleash Your Inner-Greatness, and Achieve the Success of Your Dreams (Success Mindset, Mind Development, Personal Success Book 1) Vegan Ketogenic: The Complete Low-Carb Vegan Ketogenic Diet and Recipe Guide (Recipe plans, protien, carb, keto, keto living, healthy living, fast weight loss, weight loss, burn and lose belly fat) Amazing World of Gumball Original Graphic Novel: Recipe for Disaster: Recipe for Disaster (The Amazing World of Gumball) Mug Recipe Book: Your Guide to Quick and Easy Mug Recipes: Mug Recipes for Beginners (Mug

Recipes, Mug Recipe Cookbook, Quick and Easy Meals, Delicious Recipes) African: African Recipes - The Very Best African Cookbook (African recipes, African cookbook, African cook book, African recipe, African recipe book) Dumplings Recipes : 50 Delicious of Dumplings Cookbooks (Dumplings Recipes, Gluten Free Dumpling Recipe, Chinese Dumpling Recipe Book) (Mark Wright Cookbook Series No.13) The Wee Scottish Recipe Book: 25 Scottish Dishes to Cook at Home (The Wee Scottish Recipe Books) (Volume 1) German: German Recipes - The Very Best German Cookbook (German recipes, German cookbook, German cook book, German recipe, German recipe book)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)