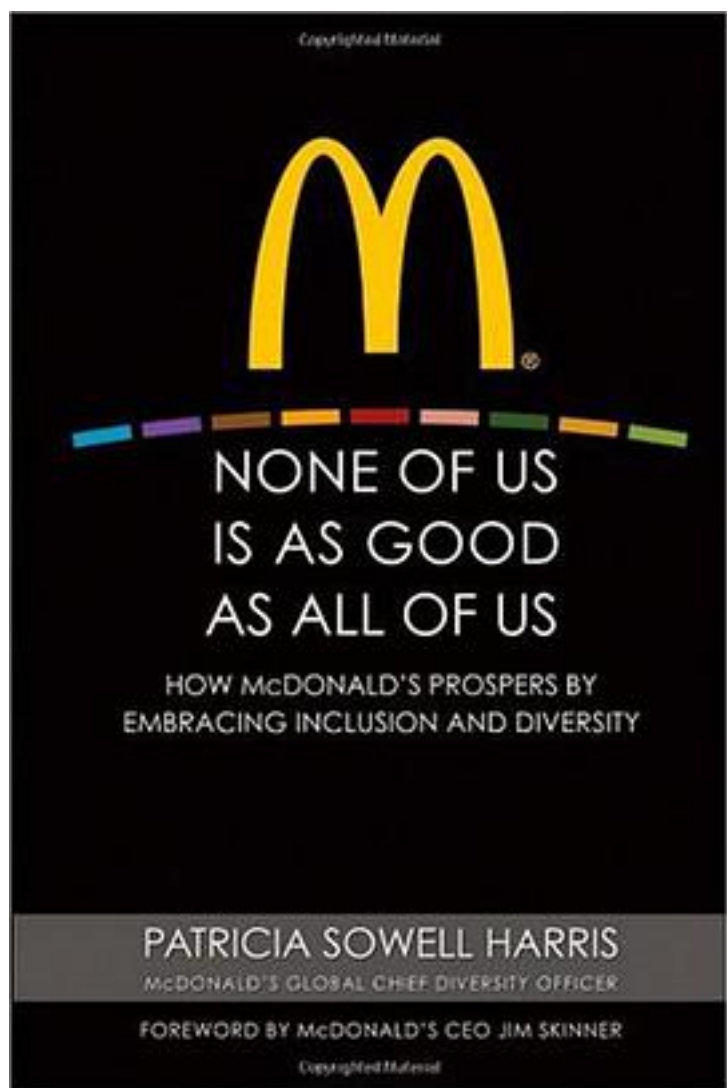


# None of Us is As Good As All of Us



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## An inside account of how McDonald's turns diversity into success

Everyone knows McDonald's, one of the most recognizable brand names in the world. But few know the extent to which McDonald's continued and ongoing success is due to the company's internal philosophy of inclusion and diversity. One of the biggest employers in the world, McDonald's staff is one of the world's most racially, culturally, and religiously diverse.

In *None of Us Is As Good As All of Us*, McDonald's Global Chief Diversity Officer, Patricia Sowell Harris, offers the first inside look at the company's philosophy of inclusion and diversity through interviews with more than 60 key employees and leaders. These accounts, of franchisees, suppliers, and employees, reveal how McDonald's embraces all races, creeds, and cultures to create unity and business achievement.

- Written by Patricia Sowell Harris, McDonald's global chief diversity officer
- Serves as a template for any business that wants to embrace wider diversity and use it to prosper
- With a Foreword by Jim Skinner, McDonald's CEO since 2004
- A first look at the inner workings of McDonald's impressive diversity and inclusion philosophy

For any business leader who wants to embrace diversity and encourage team unity, *None of Us Is As Good As All of Us* offers inspiration and guidance.

### From the Inside Flap

HOW MCDONALD'S TURNS DIVERSITY INTO SUCCESS McDonald's—with its iconic Golden Arches, unforgettable jingles, and famous french fries—is one of the globe's most recognized brand names. One of the biggest employers in the world, McDonald's staff is among the most racially, culturally, and religiously diverse anywhere. But few people know the extent to which McDonald's continuing growth and success is due to the company's internal philosophy of inclusion and diversity. In *None of Us Is as Good as All of Us*, McDonald's Global Chief Diversity Officer, Patricia Sowell Harris, offers the first inside look at the company's philosophy of inclusion and diversity through interviews with more than 60 key employees and leaders. These accounts—of franchisees, suppliers, and employees—reveal how McDonald's embraces all races, creeds, and cultures to create unity and business achievement. This is the first inside look at how a major corporation manages to translate its commitment to diversity into long-term business success. With a Foreword by Jim Skinner, McDonald's CEO, you'll see the inner workings of one of the world's largest and most diverse workforces. For business owners, it's a perfect template for encouraging diversity in an organization and turning that diversity into a long-term competitive advantage. But McDonald's isn't just about diversity for the sake of diversity; it's also about team unity and family. If you want to build an organization and a business culture that unites individuals in a quest for excellent service and long-term success, *None of Us Is as Good as All of Us* offers all the inspiration and guidance you need.

作者介绍:

目录:

[None of Us is As Good As All of Us\\_ 下载链接1](#)

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