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# FLAMEOUT: THE RISE AND FALL OF BURGER CHEF (PAPERBACK)



Createspace, United States, 2011. Paperback. Book Condition: New. 202 x 132 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.This is the story of the greatest might-have-been in the history of the fast food business. How did a company that began almost by accident become the innovation leader by 1960? What caused a decade-long slide that began right at the moment of their greatest success? Understanding begins with studying the experiences that forged Burger Chef and its...

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- Authored by John P McDonald
- Released at 2011



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