



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

*S. Truett Cathy*

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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.

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