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## Nathan s Famous: The First 100 Years of America s Favorite Frankfurter Company (Paperback)

By William Handwerker

Morgan James Publishing, United States, 2016. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book. Nathan s Famous: The First 100 Years of America s Favorite Frankfurter Company chronicles the history and business strategies of company founder Nathan Handwerker that led to the success of an iconic international brand and two of America s most loved foods: The Nathan s Famous Frankfurter and Crinkle-cut French Fries. Brimming with photos of historic Coney Island, New York, Nathan s Famous restaurants, and intimate family memories of author, former company Senior Vice president and grandson William Handwerker; Nathan s Famous details entrepreneurial spirit, business lessons, dramatic corporate missteps and growth. William includes insights into three generations of the Handwerker family, beginning with the founder s early life, growing up in extreme poverty in Galicia, Poland, as well as his own sons and grandson who contributed to expanding geographic locations, menu and the overall brand. Nathan s may have started as a small hot dog stand in 1916, but by sticking to his philosophy to give em and let em eat, he was able to beat his competition by providing top quality food at low prices. Nathan s Famous...



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