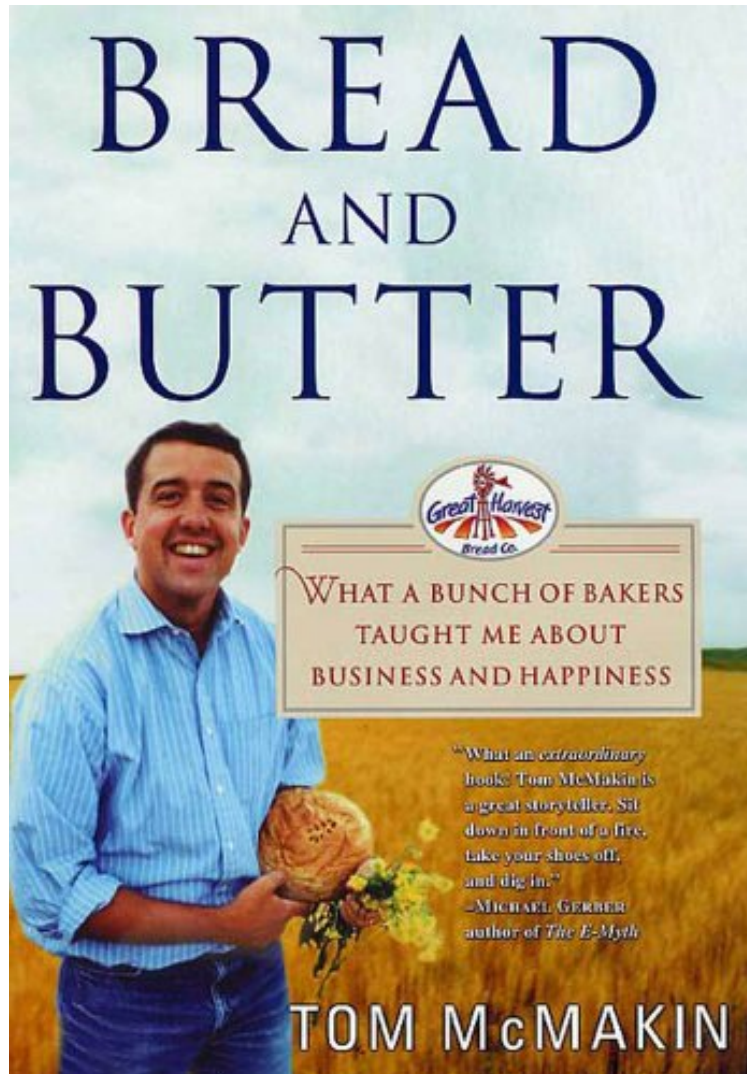


Bread and Butter: What a Bunch of Bakers Taught Me About Business and Happiness

Tom McMakin

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Tom McMakin : Bread and Butter: What a Bunch of Bakers Taught Me About Business and Happiness before purchasing it in order to gage whether or not it would be worth my time, and all praised Bread and Butter: What a Bunch of Bakers Taught Me About Business and Happiness:

0 of 0 people found the following review helpful. Great IdeaBy Shaughn KeeganThis book I really enjoyed. Its a great idea on how to run a business differently from todays tried and true methods2 of 2 people found the following review helpful. Having a Successful Life and Business are the Same GoalBy Dave BaylessWhat can a bunch of bakers teach us about business and happiness? Quite a bit, as it turns out. Tom McMakin, like many of us, is seeking to integrate his

drive for achievement with his sense of social conscience. Unlike most of us, he tells his story in a manner that is more than interesting -- it's compelling. Like the bread made by Great Harvest, the ingredients of this book are simple, but the product is substantial. Read this business book when you are away from your business. 0 of 0 people found the following review helpful. Awesome BookBy Whitney LeBlancGreat for anyone considering going into business. Its got some excellent insight into what is important and what really isn't.

Bread and Butter is a book with three parts: First, it's the story of the birth of an extraordinarily successful kind of business called a "freedom franchise": Great Harvest Bread Co., which began as one bakery 25 years ago, is now a \$60-million-a-year company with 140 stores in 40 states. Second, it's the story of one employee's success--the author, Tom McMakin, who was looking for a job and found a lifestyle. McMakin's immersion into Great Harvest is a model for modern entrepreneurship and an inspiration in this age of failed dot-coms and dissatisfied young employees. Third, McMakin uses GH's experience to provide advice for everyone from dreamers starting their own multi-million-dollar companies to small-business owners to someone who doesn't know what she wants to do. Things like: creating a "learning community" using email and an extranet; operating without loans, relying instead on profits for reinvesting in the company; GH's "40-hour" rule so no one works more than 40 hours a week; and more. Bread and Butter can help you discover how, instead of living your life in service to the business, you can create a business in service of your life.

From Publishers WeeklyWith more warmheartedness and life improvement strategies than a month's worth of Oprah (TV, book or magazine), McMakin's guide to working well and living better is a potent and memorable read. A one-time Peace Corps volunteer and searching soul with a penchant for the outdoors (he once hiked 1,000 miles across Africa on a whim), McMakin started working for the Great Harvest Bread Company in 1993 and is now the company's chief operating officer. Great Harvest is a 25-year-old company running 140 franchised bakeries in 40 states. Making sure that each bakery buys its wheat from an approved quality vendor and freshly grinds it every morning are among the few rules the company cares about, and it shows. Barely two pages in and your mouth is already watering for a thick slice of the soft wheat bread slathered with butter and honey. McMakin mixes his own history in the company with a detailed examination of how its founders a pair of lovable but tough-minded hippies named Laura and Paul Wakeman developed the business their way. The maxims about the advantages of slow growth, always paying employees more than similar jobs in the area and not letting work overshadow your life are immediately applicable to just about anybody who picks up the book. McMakin's featherlight touch and buoyant enthusiasm make for such an infectiously inspiring read, in fact, that each copy should come with a label: "Warning: May cause an uncontrollable urge to start your own business." Copyright 2001 Cahners Business Information, Inc. From BooklistIn the 1970s, Laura and Pete Wakeman sold bread to earn money to attend Cornell University in Ithaca, New York. They later opened their own bakery in Great Falls, Montana, and began selectively franchising the operation. Since 1978, Great Harvest Bread Co. has grown to 140 stores with sales of \$60 million a year. McMakin joined the company as its newsletter editor eight years ago and is now its chief operations officer. He explains why Great Harvest is a different kind of company. Franchisees buy into a lifestyle not just a business. The company's mission is to "bake phenomenal bread," but it also encourages employees to "be loose and have fun." Freedom and community are essential elements of the company philosophy. There is a "40-hour rule" that limits the time employees should spend on the job. McMakin tells how working at Great Harvest has changed his outlook and his life, and he offers encouragement and inspiration to others who are looking for simpler, more fulfilling lives. David RouseCopyright copy; American Library Association. All rights reserved "An intriguing look at how Great Harvest Bread Co. created a culture as delicious and healthy as their bread."--Stephen R. Covey, author of *The 7 Habits of Highly Effective People*"More than a recipe for great bread or a great business, Bread and Butter is a recipe for an authentic, mindful, and meaningful life."--Bernard Glassman, coauthor of *Instructions to the Cook*"The Zen and the Art of Motorcycle Maintenance for our age, only instead of working on motorcycles and traveling cross country, we find ourselves building a successful business. A book about business, but more; it is a wonderful book about life."--Jerry Greenfield, cofounder of Ben Jerry's Ice Cream