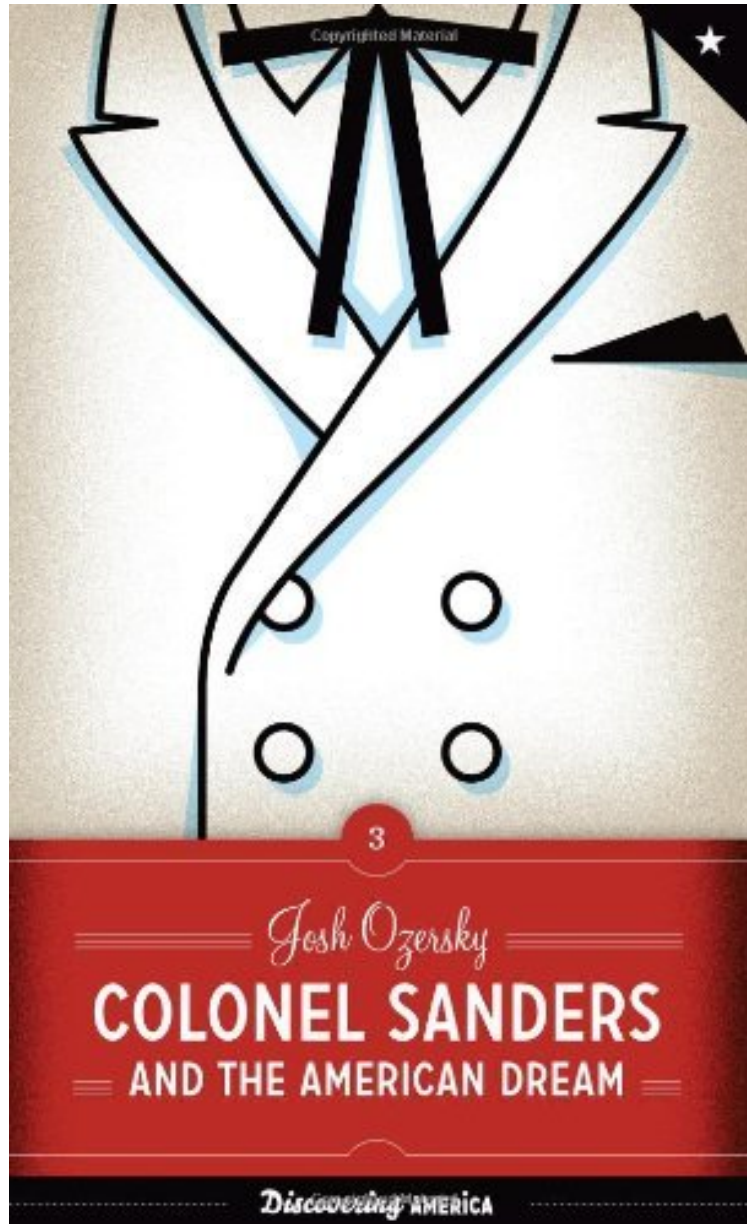


[Free pdf] Colonel Sanders and the American Dream (Discovering America)

Colonel Sanders and the American Dream (Discovering America)

Josh Ozersky

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Josh Ozersky : Colonel Sanders and the American Dream (Discovering America) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Colonel Sanders and the American Dream (Discovering America):

1 of 1 people found the following review helpful. Shallow Account of a true ICON in American Business By Mike Shrader Enjoyed reading and learned a few things was unaware of. However, having worked with the Colonel found

book wanting in many areas of his involvement with the sale to Jack Massey and John Y. Brown and subsequent sale to Hueblin. Feel it failed to truly capture the real strength of the Colonel as an individual and battles with Corporate clones he had to deal with. 0 of 0 people found the following review helpful. Irascible entrepreneur vs big corporations
By Elizabeth Sato
This book is interesting in two ways: the life story of Col. Sanders and insight into how large corporations and franchises work. While the topics are worth reading the book for, the book itself seriously needs an editor. The level of the writing varies from chapter to chapter and at times I had to make charts and check timelines on line to keep track of where KFC was going.
Harland Sanders was an irascible entrepreneur who wasn't willing to rest on his laurels after the success of KFC. He was not cut out for the giant corporate world and it didn't know how to handle him or his chicken.
5 of 6 people found the following review helpful. A Labor of Love for Fried Chicken
By Lonnie
I really enjoyed Josh Ozersky's "The Hamburger," and I love fried chicken too, so I thought I'd give this book a whirl. The "American Dream" theme applies mostly to the first half of the book, which details Colonel Sanders' roots, his rise as a businessman, and the establishment of the KFC empire, owing greatly in part to the Colonel's "handshake" style of doing business. The second half of the book deals with the succession of corporate takeovers of KFC and their hapless efforts to grow/transform the already successful business, which resulted in frequent clashes with the franchisees and the Colonel's vision for what KFC ought to be. The end of the book descends into a diatribe that has Ozersky channeling the cranky Colonel himself as he lambasts the current corporate owners for plunging quality, expunging the words "Fried Chicken" from the brand name, and cheapening the Colonel's image by turning him into a cartoon mascot meant to appeal to kids afflicted with the latest Pokemon craze. The latter half of the book may have been improved had Ozersky's argument been better developed (I personally never had any problem with the cartoon Sanders either, I thought he was funny!). Yet he does make a good case that all the faceless corporate restructuring failed to respect the heart of the product. Fried chicken is arguably the most "sit down" meal of all fast foods, and it lends itself much better to feelings of familial warmth than, say, Taco Bell or Burger King. The book ends on somewhat of a sour note, but it at least made me want to add a pilgrimage to the original Sanders Cafe to my "bucket" list :D
In essence, at the heart of the book is a love for the product and a love for the grandfatherly gentleman who made it all happen. I love fried chicken. I love you now too, Colonel Sanders. God bless umer'ca

From Aunt Jemima and Uncle Ben to the Jolly Green Giant and Ronald McDonald, corporate icons sell billions of dollars' worth of products. But only one of them was ever a real person—Colonel Sanders of Kentucky Fried Chicken/KFC. From a 1930s roadside cafe; in Corbin, Kentucky, Harland Sanders launched a fried chicken business that now circles the globe, serving "finger lickin'" chicken to more than twelve million people every day. But to get there, he had to give up control of his company and even his own image, becoming a mere symbol to people today who don't know that Colonel Sanders was a very real human being. This book tells his story—the story of a dirt-poor striver with unlimited ambition who personified the American Dream. Acclaimed cultural historian Josh Ozersky defines the American Dream as being able to transcend your roots and create yourself as you see fit. Harland Sanders did exactly that. Forced at age ten to go to work to help support his widowed mother and sisters, he failed at job after job until he went into business for himself as a gas station/cafe; motel owner and finally achieved a comfortable, middle-class life. But then the interstate bypassed his business and, at sixty-five, Sanders went broke again. Packing his car with a pressure cooker and his secret blend of eleven herbs and spices, he began peddling the recipe for "Colonel Sanders'" Kentucky Fried Chicken to small-town diners in exchange for a nickel for each chicken they sold. Ozersky traces the rise of Kentucky Fried Chicken from this unlikely beginning, telling the dramatic story of Sanders' self-transformation into "The Colonel"; his truculent relationship with KFC management as their often-disregarded goodwill ambassador, and his equally turbulent afterlife as the world's most recognizable commercial icon.

--About the Author
Josh Ozersky (1967–2015) was a James Beard Award-winning food writer and cultural historian, the author of *The Hamburger: A History*. He writes on society and food for *Time* magazine and has written frequently for *New York Magazine*, the *New York Times*, *Saveur*, and numerous other publications. Among his other books are *Archie Bunker's America: TV in an Era of Change, 1968–1978* and *Meat Me in Manhattan: A Carnivore's Guide to Manhattan*.