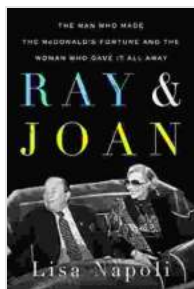


# The Man Who Made the McDonald's Fortune and the Woman Who Gave It All Away

## The Untold Story of Ray Kroc and Joan Kroc

In the annals of American business, few names are as iconic as Ray Kroc. The founder and CEO of McDonald's, Kroc transformed a small hamburger stand into a global empire, becoming one of the richest and most successful men in the world.

But behind the success of McDonald's was a complex and often tumultuous personal story. Kroc was a driven and ambitious man, but he was also ruthless and uncompromising. He had a knack for spotting opportunities and exploiting them to the fullest, but he often left a trail of broken relationships in his wake.



## Ray & Joan: The Man Who Made the McDonald's Fortune and the Woman Who Gave It All Away by Lisa Napoli

★★★★☆ 4.3 out of 5

Language	: English
File size	: 5491 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
X-Ray	: Enabled
Word Wise	: Enabled
Print length	: 363 pages

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One of the most significant relationships in Kroc's life was with his wife, Joan. Joan was a successful businesswoman in her own right, and she played a key role in the early days of McDonald's. But as Kroc's empire grew, Joan began to feel increasingly alienated from her husband. She was troubled by his relentless pursuit of wealth and power, and she worried about the effect it was having on his soul.

In 1973, Joan Kroc made a decision that would change her life forever. She divorced Ray Kroc and gave away her entire fortune to charity. She dedicated the rest of her life to helping others, focusing on causes such as education, health care, and animal welfare.

The story of Ray and Joan Kroc is a fascinating and complex tale of ambition, wealth, love, and redemption. It is a story that has been told many times before, but never in such detail and with such insight as in the new book *The Man Who Made the McDonald's Fortune and the Woman Who Gave It All Away*.

## **About the Book**

*The Man Who Made the McDonald's Fortune and the Woman Who Gave It All Away* is a biography of Ray and Joan Kroc, written by acclaimed author Richard Zacks. Zacks has spent years researching the Krocs' lives, and he has interviewed dozens of their friends, family members, and associates. The result is a book that is both authoritative and deeply moving.

In *The Man Who Made the McDonald's Fortune and the Woman Who Gave It All Away*, Zacks tells the story of the Krocs' rise to fame and fortune. He also explores the complex relationship between Ray and Joan, and he sheds light on Joan's decision to give away her entire fortune. Zacks'

writing is clear and engaging, and he has a knack for bringing the past to life.

*The Man Who Made the McDonald's Fortune and the Woman Who Gave It All Away* is a must-read for anyone interested in American business, philanthropy, or the human condition.

## **Reviews**

"A fascinating and complex tale of ambition, wealth, love, and redemption."

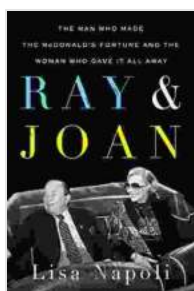
- **The New York Times**

"Zacks has written a definitive biography of Ray and Joan Kroc, a book that is both authoritative and deeply moving." - **The Wall Street Journal**

"A must-read for anyone interested in American business, philanthropy, or the human condition." - **The Washington Post**

## **More Information**

To learn more about *The Man Who Made the McDonald's Fortune and the Woman Who Gave It All Away*, visit the author's website at [www.richardZacks.com](http://www.richardZacks.com).



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