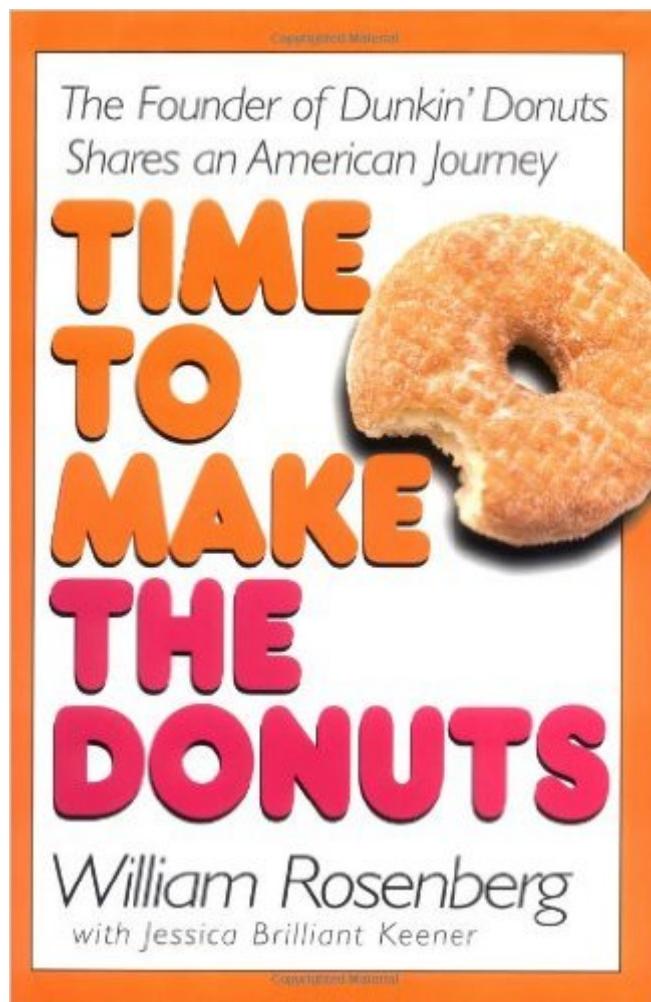


The book was found

Time To Make The Donuts: The Founder Of Dunkin Donuts Shares An American Journey



Synopsis

It all started when Bill Rosenberg took a leap of faith and bet his future on a donut.

Book Information

Hardcover: 208 pages

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Customer Reviews

Anyone who wants to be a better business person, a better parent, or a better contributor to the community can learn many helpful lessons from *Time to Make the Donuts*. Most entrepreneurs succeed mostly by being in the right place at the right time to fulfill an obsession they have. When the world changes, their first business often falters and they usually fail with any new efforts. Mr. William Rosenberg is a cut above those you have read about. He was able to make many different types of businesses and activities prosper. The major appeal of this book is that Mr. Rosenberg is able to explain what he learned about being a good businessman, why it works, and where he learned the lessons. Although he stopped his formal education in the 8th grade, he was a student of whatever he could learn from the successes and failures around him (including his own). Later, he was fascinated to learn that this same method was used by his son to learn business from written case histories at Harvard Business School. From selling watermelons from his father's grocery store, Mr. Rosenberg learned many ways to attract customers. This beginning led to success in such diverse activities as selling ice cream from trucks, food from canteen-type trucks, industrial feeding, vending, and eventually stand-alone donut shops with superb coffee (Dunkin' Donuts). Between some of these phases, he also succeeded in being a Western Union delivery boy and organizing better production methods in a shipyard during World War II. Whether dealing with customers,

partners, employees, or labor unions, Mr. Rosenberg displayed remarkable empathy and an ability to find ways to look out for the other person that built trust. Mr. Rosenberg is an excellent example of the power of positive thinking.

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