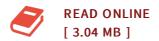




House of Plenty: The Rise, Fall, and Revival of Luby s Cafeterias (Paperback)

By Carol Dawson, Carol Johnston

University of Texas Press, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. Scarred by the deaths of his mother and sisters and the failure of his father s business, a young man dreamed of making enough money to retire early and retreat into the secure world that his childhood tragedies had torn from him. But Harry Luby refused to be a robber baron. Turning totally against the tide of avaricious capitalism, he determined to make a fortune by doing good. Starting with that unlikely, even naive, ambition in 1911, Harry Luby founded a cafeteria empire that by the 1980s had revenues second only to McDonald s. So successfully did Luby and his heirs satisfy the tastes of America that Luby s became the country s largest cafeteria chain, creating more millionaires per capita among its employees than any other corporation of its size. Even more surprising, the company stayed true to Harry Luby s vision for eight decades, making money by treating its customers and employees exceptionally well. Written with the sweep and drama of a novel, House of Plenty tells the engrossing story of Luby s...



Reviews

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