



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...



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