



Hometown Holdouts: Business Lessons From Food Stars Loyal To Their Roots

Micheline Maynard

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Every city has those food places that locals point to with pride. They're successful entrepreneurs and known across the country, but they've chosen to stay rooted in one place. These restaurants, food shops and producers are important to the life of their communities. We call them Hometown Holdouts.

In this book, Micheline Maynard explores 10 business principles that make these Hometown Holdouts a success. You'll read stories of places like Zingerman's in Ann Arbor, Michigan, Hot And Hot Fish Club in Birmingham, Alabama, and Nueske's in Wisconsin. You'll also sample recipes—both to cook, and those that can lead to your own success.

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