



# Standing Up & Standing Out

BY Roland L. Jones

***Standing Up &  
Standing Out***

ISBN-13: 978-1-878095-99-2

420 pages

6.5" x 9.5"

Hardback with black

and white photos

Suggested retail price: \$27.95



## *About the book . . .*

**S**tanding Up & Standing Out is the inspirational story of Roland's journey through one of the most important and turbulent periods of American history. Born in rural Tennessee just before World War II began, Jones tells how he dealt with racial prejudice and turned an unexpected opportunity with McDonald's Corporation into a highly successful, twenty-five year career as its first African American corporate executive and franchisee. With other black McDonald's owners, supervisors and managers, he started a wave of change that transformed the attitudes and culture of one of the country's largest companies, and ultimately, corporate America in general.

## *About the author . . .*

**R**oland Jones is a former McDonald's corporate executive, franchisee and leading founder of the National Black McDonald's Operators Association. An accomplished and popular motivational speaker and business consultant, Roland now lives in Nashville, TN, with his wife, Susan, an attorney.

## *To order . . .*

**PREMIUM PRESS AMERICA**

2606 Eugenia Avenue, Suite C

Nashville, TN 37211-2177

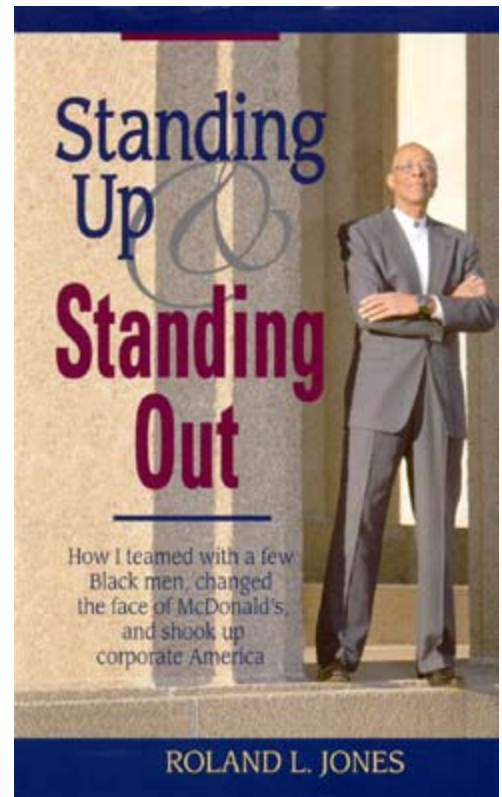
Toll free 800/891-7323

Voice 615/256-8484 ~ Fax 615/256-8624

E-mail [orders@premiumpressamerica.com](mailto:orders@premiumpressamerica.com)

[www.premiumpressamerica.com](http://www.premiumpressamerica.com)

Accepts VISA, MasterCard, American Express, Discover



- ★ An informative, inspiring and instructive story of one man's transforming leadership development at McDonald's Corporation
- ★ Practical and timely advice about the value of diversity and working together to improve corporate America
- ★ A primer on providing customer service and its personal rewards