Taco Titan The Glen Bell Story

Debra Lee Baldwin

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The race was on! Could Glen Bell develop his own chain of Mexican fast-food stands before the competition beat him to it? Both Taco-Tia and El Taco had a head start, and other restaurants were beginning to test the concept. In 1962, Mr. Bell founded Taco Bell with an investment of \$4,000. No financial institution would loan him money, so he borrowed from friends and relatives. The author lays down the full account of the man behind Taco Bell, a company that today serves 50 million Mexican meals daily, operates in 16 countries, and is now nearly a 5-billion dollar chain.



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