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I m On A Roll: America s Celebrity Hot Dog King, Louie Di Raimondo (Paperback)

By Di Raimondo Louie, John C. Havens

AUTHORHOUSE, United States, 2004. Paperback. Book Condition: New. Special.. 216 x 213 mm. Language: English . Brand New Book ***** Print on Demand *****.Louie Di Raimondo was a hot dog vendor in Miami when he forgot to take a for sale sign off his cart. After enough customers asked him where they could buy their own cart, Louie had the idea that would forever transform his life and turn him into: - America s Hot Dog King. By refurbishing carts and selling them for a higher price Louie created the All American Hot Dog Company, a thriving, multimillion dollar business that dominates the world s hot dog market through high quality merchandise, savvy Internet marketing, and of course-the King. I m On A Roll examines the life of King Louie and his growing celebrity as the don of dogs and father of franks. Featured on WSVN TV and the Rick Sanchez shows in Miami, The Food Channel, Discovery Channel s Monster Garage, The Miami Herald, The Sun Sentinel, the South Florida Business Journal, and Big 106FM in Miami, Louie is rapidly conquering the world and relishing the attention. His carts have also been featured at Radio City Music Hall, in movies...



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