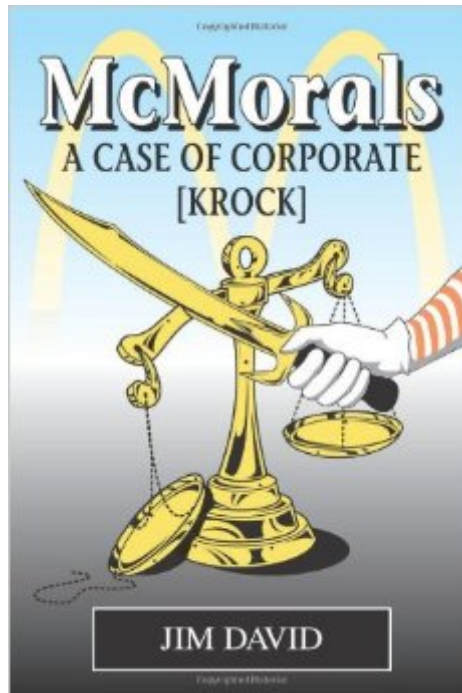


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# McMorals: A Case Of Corporate (Krock)



## Synopsis

McMorals: A Case Of Corporate [Krock] is a cold, hard, no-punches-pulled look at the bureaucratic corporate culture of the famous McDonald's fast food chain. Especially focusing upon the changes that have come in how McDonald's does business since the death of founder Ray Kroc in 1984, McMorals is written from an inside point of view; author Jim David brings both his own experiences with the McDonald's company and a thoughtful overview of how corporate ruthlessness has utterly taken over Kroc's once benevolent vision. A fascinating tour of what makes the McDonald's chain tick, for good or for ill, that leaves the reader to draw his or her own conclusions concerning the McDonald's changes, motives, and business practices. Midwest Book Review

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McMorals: A Case Of Corporate [Krock] is a cold, hard, no-punches-pulled look at the bureaucratic corporate culture of the famous McDonald's fast food chain. Especially focusing upon the changes that have come in how McDonald's does business since the death of founder Ray Kroc in 1984, McMorals is written from an inside point of view; author Jim David brings both his own experiences with the McDonald's company and a thoughtful overview of how corporate ruthlessness has utterly taken over Kroc's once benevolent vision. A fascinating tour of what makes the McDonald's chain tick, for good or for ill, that leaves the reader to draw his or her own conclusions concerning the McDonald's changes, motives, and business practices.

I loved this book. The objectivity, clarity, and genuine insights presented by this gifted author really

hit reality. A very large picture of corporate practices of an international giant like McDonald's are so meaningful here. The author uses his first hand knowledge, his own experience, and his gracious insights into how McD's changed after Ray Kroc's leadership ended. I remember the world before McD's and I always appreciated how much McD's gives back to local communities, but who knew such a huge change occurred after Ray Kroc's passing. This brilliant author (and his presentation of the larger, broader topic of corporate morals) has lived a story that needed telling.... This book is a "must read." Morals in life are what matter. How many french fries are sold, not so much. This is truly an amazing story and so well written.

great book

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