

Fast Food Nation What The All American Meal Is Doing To The World

A revised and updated edition of the bestselling "no-nonsense guide to beating the competition."-Publisher's Weekly
Becoming a Category of One reveals how extraordinary companies do what they do so well and gives you the tools and ideas to help your business emulate their success. Packed with real case studies and personal reflections from successful business leaders, it helps you apply the best practices of the best companies to set yourself apart from your competitors and turn your business into a market leader. Whether you run a multinational corporation or a two-person start-up company, the lessons you'll find here apply to any business. This Second Edition includes a new chapter on "tie breakers," updated examples of today's category of one companies, and special contributions from business experts, bestselling authors, and CEOs on the future category of one business. Revised and updated to remain relevant to today's market conditions and new innovations
A new edition of the bestselling title from the author of Indispensible and Work Like You're Showing Off Today's struggling economy puts even greater importance on the theory and practice of business differentiation This edition includes 20 percent new material; if you liked the original edition, you'll love this new Second Edition
Reliable, proven advice that works for businesses of any size in any industry
Now more than ever, you have to differentiate your business from the competition to succeed. Becoming a Category of One gives you the blueprint for building your own extraordinary business.

Originally published in hardcover in 2008.

"He either enchants or antagonizes everyone he meets. But even his enemies agree there are three things Ray Kroc does damned well: sell hamburgers, make money, and tell stories." --from Grinding It Out
Few entrepreneurs can claim to have radically changed the way we live, and Ray Kroc is one of them. His revolutions in food-service automation, franchising, shared national training, and advertising have earned him a place beside the men and women who have founded not only businesses, but entire empires. But even more interesting than Ray Kroc the business man is Ray Kroc the man. Not your typical self-made tycoon, Kroc was fifty-two years old when he opened his first franchise. In Grinding It Out, you'll meet the man behind McDonald's, one of the largest fast-food corporations in the world with over 32,000 stores around the globe. Irrepressible enthusiast, intuitive people person, and born storyteller, Kroc will fascinate and inspire you on every page.

This blistering novel—from the bestselling, Pulitzer Prize-winning author of The Road—returns to the Texas-Mexico border, setting of the famed Border Trilogy. The time is our own, when rustlers have given way to drug-runners and small towns have become free-fire zones. One day, a good old boy named Llewellyn Moss finds a pickup truck surrounded by a bodyguard of dead men. A load of heroin and two million dollars in cash are still in the back. When Moss takes the money, he sets off a chain reaction of catastrophic violence that not even the law-in the person of aging, disillusioned Sheriff Bell—can contain. As Moss tries to evade his pursuers—in particular a mysterious mastermind who flips coins for human lives—McCarthy simultaneously strips down the American crime novel and broadens its concerns to encompass themes as ancient as the Bible and as bloodily contemporary as this morning's headlines. No Country for Old Men is a triumph.

Quicklet on Eric Schlosser's Fast Food Nation

The Automat

Reefer Madness

Eat Your Heart Out

Fast Food

What The All-American Meal is Doing to the World

Why Social Justice Matters

A NEW YORK TIMES BESTSELLER
The jaw-dropping exposé on how America's fast food industry has shaped the landscape of America. This fascinating study reveals how the fast food industry has altered the landscape of America, widened the gap between rich and poor, fueled an epidemic of obesity, and transformed food production throughout the world. Eric Schlosser inspires readers to look beneath the surface of our food system, consider its impact on society and, most of all, think for themselves. This book has changed the way millions of people think about what they eat and helped to launch today's food movement.

New York Times Bestseller: The shadowy world of “off the books” businesses—from marijuana to migrant workers—brought to life by the author of Fast Food Nation. America’s black market is much larger than we realize, and it affects us all deeply, whether or not we smoke pot, rent a risqué video, or pay our kids’ nannies in cash. In Reefer Madness, the award-winning investigative journalist Eric Schlosser turns his exacting eye to the underbelly of American capitalism and its far-reaching influence on our society. Exposing three American mainstays—pot, porn, and illegal immigrants—Schlosser shows how the black market has burgeoned over the past several decades. He also draws compelling parallels between underground and overground: how tycoons and gangsters rise and fall, how new technology shapes a market, how government intervention can reinvigorate black markets as well as mainstream ones, and how big business learns—and profits—from the underground. “Captivating . . . Compelling tales of crime and punishment as well as an illuminating glimpse at the inner workings of the underground economy. The book revolves around two figures: Mark Young of Indiana, who was sentenced to life in prison without parole for his relatively minor role in a marijuana deal; and Reuben Sturman, an enigmatic Ohio man who built and controlled a formidable pornography distribution empire before finally being convicted of tax evasion. . . . Schlosser unravels an American society that has ‘become alienated and at odds with itself.’ Like Fast Food Nation, this is an eye-opening book, offering the same high level of reporting and research.” —Publishers Weekly
On the 100th birthday of Horn & Hardart, a look back at one of America’s most beloved institutions A coin-operated glass-and-chrome wonder, Horn & Hardart’s Automats revolutionized the way Americans ate when they opened up in Philadelphia and New York in the early twentieth century. In a country where the industrial revolution had just taken hold, eating at a restaurant with self-serving vending machines rather than waitresses and Art Deco architecture instead of stuffy dining rooms was an unforgettable experience. The Automat served freshly made food for the price of a few coins, and no one made a better cup of coffee. By the peak of its popularity—from the Great Depression to the post-war years—the Automat was more than an inexpensive place to buy a good meal; it was a culinary treasure, a technical marvel, and an emblem of the times. The Automatwill take readers back to the days of Charles Lindbergh and Babe Ruth, Walter Winchell and Jack Benny, the Brooklyn Dodgers and shows at Radio City. Through beautiful archival photography, candid interviews, delicious recipes, and wonderfully evocative memorabilia, Lorraine Diehl and Marianne Hardart bring to life a time when a handful of nickels and the twist of a wrist bought a good square meal—Macaroni and Cheese, Boston Baked Beans, Chicken Pot Pie, Rice Pudding, and all the other favorites whose recipes are in these pages. The Automatwas a true American treasure, and here is its tribute. “I have always thought that the Automat in New York has the best scrambled eggs in the world.” —Gregory Peck “To have your own stack of nickels placed in your tiny hands; to be able to choose your own food, richly on display like museum pieces; to make quick and final decisions at the age of eight; this was a lesson in financial dealings that not even two years at the Wharton School could buy today.” —Neil Simon “Oh, be still my heart! I used to shine shoes when I was fourteen years old. And when I was a little ahead, I would stop at Horn & Hardart.” —Tony Curtis “I lived at the Automat. They had the greatest chocolate milk. When I moved to Philadelphia, I apportioned less than two dollars a day to eat on, and the Automat was the only place I could do it.” —Dick Clark “I went to the Automat all the time. I grew up going to the Automat. The food was delicious. And it was wonderful.” —Woody Allen “The first time I came to New York, I had a meal at the Automat. I had heard about the Automat, and I had to go see what it was all about.” —Leonard Nimoy “I had the same lunch every day: three vegetables, a roll, and cocoa. All for twenty-five cents.” —Jerome Robbins

Critical Perspectives on the Curriculum of Teacher Education is a collection of papers, written by students in a widely recognized doctoral program in curriculum and educational leadership. The editors have compiled these papers to discuss key ideas and present new possibilities for teachers, in terms of formal and informal curriculum interventions. This book will challenge readers to rethink long-standing assumptions that pass for conventional wisdom in the field.

Service Work and the Routinization of Everyday Life

Taking Control of the Insatiable American Appetite

The Lexus and the Olive Tree

The Dark Miracle of the American Supermarket

Fast Food Maniac

Everything You Don't Want to Know about Fast Food

Grinding It Out

In We Are the Weather, Jonathan Safran Foer explores the central global dilemma of our time in a surprising, deeply personal, and urgent new way. Some people reject the fact, overwhelmingly supported by scientists, that our planet is warming because of human activity. But do those of us who accept the reality of human-caused climate change truly believe it? If we did, surely we would be roused to act on what we know. Will future generations distinguish between those who didn't believe in the science of global warming and those who said they accepted the science but failed to change their lives in response? The task of saving the planet will involve a great reckoning with ourselves!with our all-too-human reluctance to sacrifice immediate comfort for the sake of the future. We have, he reveals, turned our planet into a farm for growing animal products, and the consequences are catastrophic. Only collective action will save our home and way of life. And it all starts with what we eat!and don't eat!for breakfast.

A Timeline of Australian Food takes readers on a tasty and sometimes surprising culinary journey through 150 years of Australian food. Lavishly illustrated, this tasty book looks at what we've eaten, how we've shopped, and how we've produced and prepared our food, decade by decade, through depression, war, and decades of abundance.

☐This is a book to savor, especially if youfire a fast-food fan.☐☐Bookpage "This fun, argumentative, and frequently surprising pop history of American fast food will thrill and educate food lovers of all speeds." ☐Publishers Weekly
Most any honest person can own up to harboring at least one fast-food guilty pleasure. In Drive-Thru Dreams, Adam Chandler explores the inseparable link between fast food and American life for the past century. The dark underbelly of the industry's largest players has long been scrutinized and gutted, characterized as impersonal, greedy, corporate, and worse. But, in unexpected ways, fast food is also deeply personal and emblematic of a larger than life image of America. With wit and nuance, Chandler reveals the complexities of this industry through heartfelt anecdotes and fascinating trivia as well as interviews with fans, executives, and workers. He traces the industry from its roots in Wichita, where White Castle became the first fast food chain in 1921 and successfully branded the hamburger as the official all-American meal, to a teenager's 2017 plea for a year's supply of Wendy's chicken nuggets, which united the internet to generate the most viral tweet of all time. Drive-Thru Dreams by Adam Chandler tells an intimate and contemporary story of America's humble beginning, its innovations and failures, its international charisma, and its regional identities!through its beloved roadside fare.

A modern girl's guide to the secrets of eating for health, beauty, and peace of mind. "Part Joan Rivers, part Mahatma Gandhi, Jessica Porter makes macrobiotics meaningful, hilarious, and totally life-changing." Simon Doonan, creative director, Barneys New York and author of Wacky Chicks
Heralded by New York magazine as one of the city's most popular diets, macrobiotics has become the latest trend in dieting, thanks to high-profile supporters like Madonna and Gwyneth Paltrow. Speaking to the generation of young women looking to extend their healthy lifestyles beyond yoga and Pilates, macrobiotic chef and instructor Jessica Porter offers fresh, contemporary, and accessible insight into one of the world's most popular diets that is based on century's old principles. She explains that through the right balance of food, women can find balance in every aspect of their lives!improved health, weight loss, or fulfilling relationships. The effects of eating a macrobiotic diet can extend beyond basic health to weight loss, beauty, better sex, and peace of mind. Cooking tips and recipes are combined with Jessica's no-nonsense philosophy and witty anecdotes to create a lifestyle book that will inspire women to hit the kitchen with an understanding of how to strengthen their mind and body through food.

A Handbook for Personal Liberty

Cogs in the Great Machine

Americans

Fast Food, Fast Talk

What the All-American Meal is Doing to the World

No Country for Old Men

Food Profiteering in America

Eric Schlosser has visited the state of the art labs where scientists recreate the flavours and smells of everything from cooked chicken to fresh strawberries in the test tube and he has spoken to workers at meatpacking plants with some of the worstsafety records in the world. He explores the links between Hollywood and the fast food trade, and the tactics used to target ever younger consumers. In a meticulously researched and powerfully argued account, Fast Food Nation reveals the full price of our appetite for instant gratification.

From the #1 New York Times bestselling author of Eat to Live and The End of Diabetes, an unflinching, provocative exploration of how our food is killing us and the ways in which we are unwitting participants in an unprecedented and exploding health crisis. Fast food is far more than just the burgers, fries, and burritos served at chain restaurants; it is also the toxic, human-engineered products found in every grocery store across America. These include: cold breakfast cereals; commercial and preserved (deli) meats and cheeses; sandwich breads and buns; chips, pretzels, and crackers; fried foods; energy bars; and soft drinks. Fast foods have become the primary source of calories in the United States and consequently the most far-reaching and destructive influence on our population. The indisputable truth is that our highly processed diet is the source of a national health crisis that is exploding into a genocide with unseen tragic implications. Heart attacks, strokes, cancer, obesity, ADHD, autism, allergies, and autoimmune diseases all have the same root cause – our addiction to toxic ingredients. New York Times bestselling author, board-certified physician, nutritional researcher, and leading voice in the health field Joel Fuhrman, M.D., explains why the problem of poor nutrition is deeper, more serious, and more pervasive than anyone imagined. Fast Food Genocide draws on twenty-five years of clinical experience and research to confront our fundamental beliefs about the impact of what we eat. This book identifies issues at the heart of our country's most urgent problems. Fast food kills, but it also perpetuates bigotry and derails the American dream of equal opportunity and happiness for all. It leaves behind a wake of destruction creating millions of medically dependent and sickly people burdened with poor-quality lives. The solution hiding in plain sight — a nutrientdense healthful diet — can save lives and enable humans to reach their intellectual potential and achieve successful and fulfilling lives. Dr. Fuhrman offers a life-changing, scientifically sound approach that can alter American history and perhaps save your life in the process.

In the tradition of Fast Food Nation and The Omnivore's Dilemma, an extraordinary investigation into the human lives at the heart of the American grocery store What does it take to run the American supermarket? How do products get to shelves? Who sets the price? And who suffers the consequences of increased convenience end efficiency? In this alarming exposé, author Benjamin Lorr pulls back the curtain on this highly secretive industry. Combining deep sourcing, immersive reporting, and compulsively readable prose, Lorr leads a wild investigation in which we learn:
• The secrets of Trader Joe's success from Trader Joe himself
• Why truckers call their job “sharecropping on wheels”
• What it takes for a product to earn certification labels like “organic” and “fair trade”
• The struggles entrepreneurs face as they fight for shelf space, including essential tips, tricks, and traps for any new food business
• The truth behind the alarming slave trade in the shrimp industry
The result is a page-turning portrait of an industry in flux, filled with the passion, ingenuity, and exploitation required to make this everyday miracle continue to function. The product of five years of research and hundreds of interviews across every level of the industry, The Secret Life of Groceries delivers powerful social commentary on the inherently American quest for more and the social costs therein.

Explores the homogenization of American culture and the impact of the fast food industry on modern-day health, economy, politics, popular culture, entertainment, and food production.

The Dark Side of the All-American Meal

Fast Food Nation

Why Our Food Should Be Good, Clean, and Fair

Command and Control

Why the Government Can't Keep Your Food Safe ... and How You Can

The Making of McDonald's

Slow Food Nation

The Oscar-shortlisted documentary Command and Control, directed by Robert Kenner, finds its origins in Eric Schlosser's book and continues to explore the little-known history of the management and safety concerns of America's nuclear arsenal. “A devastatingly lucid and detailed new history of nuclear weapons in the U.S. Fascinating.” —Lev Grossman, TIME Magazine “Perilous and gripping . . . Schlosser skillfully weaves together an engrossing account of both the science and the politics of nuclear weapons safety.” —San Francisco Chronicle A myth-shattering exposé of America's nuclear weapons Famed investigative journalist Eric Schlosser digs deep to uncover secrets about the management of America's nuclear arsenal. A groundbreaking account of accidents, near misses, extraordinary heroism, and technological breakthroughs, Command and Control explores the dilemma that has existed since the dawn of the nuclear age: How do you deploy weapons of mass destruction without being destroyed by them? That question has never been resolved—and Schlosser reveals how the combination of human fallibility and technological complexity still poses a grave risk to mankind. While the harms of global warming increasingly dominate the news, the equally dangerous yet more immediate threat of nuclear weapons has been largely forgotten. Written with the vibrancy of a first-rate thriller, Command and Control interweaves the minute-by-minute story of an accident at a nuclear missile silo in rural Arkansas with a historical narrative that spans more than fifty years. It depicts the urgent effort by American scientists, policy makers, and military officers to ensure that nuclear weapons can't be stolen, sabotaged, used without permission, or detonated inadvertently. Schlosser also looks at the Cold War from a new perspective, offering history from the ground up, telling the stories of bomber pilots, missile commanders, maintenance crews, and other ordinary servicemen who risked their lives to avert a nuclear holocaust. At the heart of the book lies the struggle, amid the rolling hills and small farms of Damascus, Arkansas, to prevent the explosion of a ballistic missile carrying the most powerful nuclear warhead ever built by the United States. Drawing on recently declassified documents and interviews with people who designed and routinely handled nuclear weapons, Command and Control takes readers into a terrifying but fascinating world that, until now, has been largely hidden from view. Through the details of a single accident, Schlosser illustrates how an unlikely event can become unavoidable, how small risks can have terrible consequences, and how the most brilliant minds in the nation can only provide us with an illusion of control. Audacious, gripping, and unforgettable, Command and Control is a tour de force of investigative journalism, an eye-opening look at the dangers of America's nuclear age. For thirty days, Morgan Spurlock ate nothing but McDonald's as part of an investigation into the effects of fast food on American health. The resulting documentary earned him an Academy Award nomination and broke box-office records worldwide. But there's more to the story, and in Don't Eat This Book, Spurlock examines everything from school lunch programs and the marketing of fast food to the decline of physical education. He looks at why fast food is so tasty, cheap, and ultimately seductive—and interviews experts from surgeons general and kids to marketing gurus and lawmakers, who share their research and opinions on what we can do to offset a health crisis of supersized proportions. Don't eat this groundbreaking, hilarious book—but if you care about your country's health, your children's, and your own, you better read it.

The authors contemplate the origins, architecture and commercial growth of wayside eateries in the US over the past 100 years. Fast Food examines the impact of the automobile on the restaurant business and offers an account of roadside dining.

Supersizing Urban America reveals how the US government has been, and remains, a major contributor to America s obesity epidemic. Government policies, targeted food industry advertising, and other factors helped create and reinforce fast food consumption in America s urban communities. Historian Chin Jou uncovers how predominantly African-American neighborhoods went from having no

fast food chains to being deluged. She lays bare the federal policies that helped to subsidize the expansion of the fast food industry in America s cities and explains how fast food companies have deliberately and relentlessly marketed to urban, African-American consumers. These developments are a significant factor in why Americans, especially those in urban, low-income, minority communities, have become disproportionately affected by the obesity epidemic."

McDonaldization Revisited

How Processed Food is Killing Us and What We Can Do About It

Chew on this

The Essential Wendell Berry

How Inner Cities Got Fast Food with Government Help

The Food Industry in Eric Schlosser's Fast Food Nation

Fast Food Genocide

Examines the fast food industry with facts about its evolution and practices, the effects of fast food consumption on public health, and the international success of fast food.

An examination based on George Ritzer's book The McDonaldization of society focusing on consumption.

The beloved personality from The Howard Stern Show celebrates American fast food, exploring the history and secret menu items of both national and regional chains, ranking everything from burgers and fries to ice and mascots, and offering his own expert tips on where to go and what to order. Jon Hein is the ultimate fast food maniac, and in this book he draws on his extensive knowledge of, and love for, both nationwide chains and regional gems, from McDonald's and KFC to In-N-Out Burger and Carvel. He digs into their origin stories; reveals secret menu items; includes best lists for everything from fried chicken and shakes to connoisseur concerns such as straws and biscuits; takes a nostalgic look back at the best giveaways, slogans, and uniforms; and even provides a battle-tested drive-thru strategy. With behind-the-counter looks at places like the Dunkin' Donuts headquarters and Nathan's original hot dog stand, Fast Food Maniac is the definitive, cross-country guide to some of America's best-loved guilty pleasures.

The most comprehensive?and only author-authorized?Wendell Berry reader, "America's greatest philosopher on sustainable life and living" (Chicago Tribune). In a time when our relationship to the natural world is ruled by the violence and greed of unbridled consumerism, Wendell Berry speaks out in these prescient essays, drawn from his fifty-year campaign on behalf of American lands and communities. The writings gathered in The World-Ending Fire are the unique product of a life spent farming the fields of rural Kentucky with mules and horses, and of the rich, intimate knowledge of the land cultivated by this work. These are essays written in defiance of the false call to progress and in defense of local landscapes, essays that celebrate our cultural heritage, our history, and our home. With grace and conviction, Wendell Berry shows that we simply cannot afford to succumb to the mass-produced madness that drives our global economy?the natural world will not allow it. Yet he also shares with us a vision of consolation and of hope. We may be locked in an uneven struggle, but we can and must begin to treat our land, our neighbors, and ourselves with respect and care. As Berry urges, we must abandon arrogance and stand in awe.

Nuclear Weapons, the Damascus Accident, and the Illusion of Safety

A Timeline of Australian Food

The Hip Chick's Guide to Macrobotics

How I Found Freedom in an Unfree World

A History

A Journey Through the Heart of America's Fast-Food Kingdom

The World-Ending Fire

Now the subject of a film by Richard Linklater, Eric Schlosser's explosive bestseller Fast Food Nation: What the All-American Meal is Doing to the World tells the story of our love affair with fast food. Britain eats more fast food than any other country in Europe. It looks good, tastes good, and it's cheap. But the real cost never appears on the menu. Eric Schlosser visits the lab that re-creates the smell of strawberries; examines the safety records of abattoirs; reveals why the fries really taste so good and what lurks between the sesame buns – and shows how fast food is transforming not only our diets but our world. 'Fast Food Nation has lifted the polystyrene lid on the global fast food industry ... and sparked a storm' Observer 'Has wiped that smirk off the Happy Meal ... Thanks to this man, you'll never eat a burger again' Evening Standard 'Startling ... Junk food, we learn, is just that ... left this reader vowing never to set foot in one of those outlets again' Daily Mail 'This book tells you more than you really want to know when you're chomping on that hamburger ... Have a nice day? Listen – you should live so long' The Times Eric Schlosser is a correspondent for the Atlantic Monthly. His first book, Fast Food Nation, was a major international bestseller. His work has appeared in the Atlantic Monthly, Rolling Stone and the Guardian. He has received a number of journalistic honours, including a National Magazine Award for an Atlantic Review article on the drug trade, which was later adapted into the book Reefer Madness.

ZJ's friends Ollie, Darry and Daniel help him cope when his father, a beloved professional football player, suffers severe headaches and memory loss that spell the end of his career.

ABOUT THE BOOK “Hundreds of millions of people buy fast food every day without giving it much thought, unaware of the subtle and not so subtle ramifications of their purchases. They rarely consider where this food came from, how it was made, what it is doing to the community around them. They just grab their tray off the counter, find a table, take a seat, unwrap the paper, and dig in. The whole experience is transitory and soon forgotten. I've written this book out of a belief that people should know what lies behind the shiny, happy surface of every fast food transaction. They should know what really lurks between those sesame-seed buns.” Published in 2001, Eric Schlosser's Fast Food Nation: The Dark Side of the All-American Meal explores the dark underbelly of fast food production in the United States. An award-winning journalist and contributor to Atlantic Monthly, Schlosser developed the book from a series of articles for Rolling Stone magazine. Rolling Stone asked Schlosser to find out where fast food came from. As someone who enjoyed indulging in fries and hamburgers, Schlosser was initially reluctant to take on the assignment. As he began to research the history and formation of the fast food industry, he became increasingly curious about how the industry gained power and influence on America's agricultural landscape and food culture. With over 50 pages of research notes included at the end of the book, the author defends his points with thorough analysis from various legal investigations, interviews, and journal articles. Schlosser artfully weaves sarcasm with gritty investigative journalism to demonstrate how corporations and greed have corrupted the food system in America. Schlosser's book was a New York Times bestseller for over two years and has sold over 1.4 million print copies. In 2006, Fast Food Nation became a fictionalized film directed by Richard Linklater, which was featured at the Cannes Film Festival. However, the book and film were not met without criticism from trade industry producers of beef, potatoes, and restaurant chains like McDonald's. The Wall Street Journal reported in 2006 that various organizations were trying to create campaigns against Schlosser's allegations in the book that fast food consumption contributes to obesity and fostered corruption in the nation's agricultural system. EXCERPT FROM THE BOOK The author playfully muses that, should America be attacked in the future, Cheyenne Mountain may be the only place with artifacts of our civilization – “Burger King wrappers, hardened crusts of Cheesy Bread, Barbeque Wings bones, and the red, white, and blue of a Domino's pizza box.” What started as a small food stand in southern California has now spread all over the nation. Schlosser says fast food “has infiltrated every nook and cranny of American society.” Shockingly, Americans spend more today on fast food than higher education, computers, or new cars. Schlosser estimates, “On any given day in the United States about one-quarter of the country's adult population visits a fast food restaurant.” The author argues that the powerful rise of fast food industry happened quickly and “not only transformed the American diet, but also out landscape, economy, workforce, and popular culture.” Importantly, Schlosser draws parallels between Cheyenne Mountain and today's fast food industry.

Uncovers the influences that have conditioned people to overeat, explaining how combinations of fat, sugar, and sa

Drive-Thru Dreams

Critical Perspectives on the Curriculum of Teacher Education

Fast Food and the Supersizing of America

Critical Essays on Consumer Culture

Supersizing Urban America

Saving the Planet Begins at Breakfast

Becoming a Category of One

This informative volume explores Eric Schlosser's Fast Food Nation through the lens of the food industry. Coverage includes: an examination of Schlosser's life as an investigative journalist; Schlosser's view of the food industry as demonstrated in his book; how investigative journalism can be viewed as literature; how Fast Food Nation has changed people's perspectives and actions; criticisms of Fast Food Nation and its message; and contemporary perspectives on the food industry with commentary on topics such as food regulations and movements.

Americans are afraid of their food. And for good reason. In 2011, the deadliest food-borne illness outbreak in a century delivered killer listeria bacteria on innocuous cantaloupe never before suspected of carrying that pathogen. Nearly 50 million Americans will get food poisoning this year. Spoiled, doctored or infected food will send more than 100,000 people to the hospital. Three thousand will die. We expect, even assume, our government will protect our food, but how often do you think a major U.S. food farm get inspected by federal or state officials? Once a year? Every harvest? Twice a decade? Try never. Eating Dangerously sheds light on the growing problem and introduces readers to the very real, very immediate dangers inherent in our food system. This two-part guide to our food system's problems and how consumers can help protect themselves is written by two seasoned journalists, who helped break the story of the 2011 listeria outbreak that killed 33 people. Michael Booth and Jennifer Brown, award-winning health and investigative journalists and parents themselves, answer pressing consumer questions about what's in the food supply, what "authorities" are and are not doing to clean it up, and how they can best feed their families without making food their full-time jobs. Both deeply informed and highly readable, Eating Dangerously explains to the American consumer how their food system works—and more importantly how it doesn't work. It also dishes up course after course of useful, friendly advice gleaned from the cutting-edge laboratories, kitchens and courtrooms where the national food system is taking new shape. Anyone interested in knowing more about how their food makes it from field and farm to store and table will want the inside scoop on just how safe or unsafe that food may be. They will find answers and insight in these pages.

An analysis of globalisation as an international system that today directly or indirectly influences the politics, environment, geopolitics and economics of virtually every country in the world.

Attending Hamburger University, Robin Leidner observes how McDonald's trains the managers of its fast-food restaurants to standardize every aspect of service and product. Learning how to sell life insurance at a large midwestern firm, she is coached on exactly what to say, how to stand, when to make eye contact, and how to build up Positive Mental Attitude by chanting "I feel happy! I feel terrific!" Leidner's fascinating report from the frontlines of two major American corporations uncovers the methods and consequences of regulating workers' language, looks, attitudes, ideas, and demeanor. Her study reveals the complex and often unexpected results that come with the routinization of service work. Some McDonald's workers resent the constraints of prescribed uniforms and rigid scripts, while others appreciate how routines simplify their jobs and give them psychological protection against unpleasant customers. Combined insurance goes further than McDonald's in attempting to standardize the workers' very selves, instilling in them adroit maneuvers to overcome customer resistance. The routinization of service work has both poignant and preposterous consequences. It tends to undermine shared understandings about individuality and social obligations, sharpening the tension between the belief in personal autonomy and the domination of a powerful corporate culture. Richly anecdotal and accessibly written, Leidner's book charts new territory in the sociology of work. With service sector work becoming increasingly important in American business, her timely study is particularly welcome.

We Are the Weather

The End of Overeating

Roadside Restaurants in the Automobile Age

The Secret Life of Groceries

Don't Eat This Book

Sex, Drugs, and Cheap Labor in the American Black Market

A Philosophy for Achieving a Radiant Mind and a Fabulous Body

While social injustice has been increasing, the idea of social justice has been undermined by unfounded appeals to "personal responsibility" and "equal opportunity." Brian Barry exposes the shoddy logic and distortion of reality that underpins this ideology. Once we understand the role of the social structure in limiting options, we have to recognize that really putting into practice ideas such as equal opportunity and personal responsibility would require a fundamental transformation of almost all existing institutions. Barry argues that only if inequalities of wealth and income are kept within a narrow range can equal prospects for education, health and autonomy be realized. He proposes a number of policies to achieve a more equal society and argues that they are economically feasible. But are they politically possible? The apparent stability of the status quo is delusory, he responds: radical changes in our way of life are unavoidable.

At the turn of the Twentieth Century, the President of the United States is shot by an anarchist. Is the crime a protest against America's imperial ambitions—or a cry for attention by an angry young man? Provocative, edgy, and compelling, the first play by the author of Fast Food Nation and Reefer Madness is about patriotism, power, the allure of violence. Brilliantly written, morally complex and chillingly original, Americans explores the origins of the American empire and the imprint it now leaves on the world.

Hip and crafty brides-to-be understand the value of doing it themselves. Not only is taking a hands-on approach to nuptials a great way to save money, but it allows brides-to-be everywhere to showcase their own personal style. Khris Cochran, creator of diybride.com, understands how an engaged gal today plans and designs her wedding, and she has packed this third volume with 40 brand new fun and original projects. Organized by wedding theme, including Sand & Sea, Bright Lights, Big City, and A Touch of Country, The DIY Bride An Affair to Remember includes stylish projects for save-the-dates, invitations, programs, favors, decorations, and more. A popular price comparison box shows how much these DIY projects can save; a budget section helps brides itemize costs; and a new sidebar element offers extra style variations. With 80 inspiring photos, this book will have brides saying, "I do" to a one-of-a-kind DIY wedding.

By now most of us are aware of the threats looming in the food world. The best-selling Fast Food Nation and other recent books have alerted us to such dangers as genetically modified organisms, food-borne diseases, and industrial farming. Now it is time for answers, and Slow Food Nation steps up to the challenge. Here the charismatic leader of the Slow Food movement, Carlo Petrini, outlines many different routes by which we may take back control of our food. The three central principles of the Slow Food plan are these: food must be sustainably produced in ways that are sensitive to the environment, those who produce the food must be fairly treated, and the food must be healthful and delicious. In his travels around the world as ambassador for Slow Food, Petrini has witnessed firsthand the many ways that native peoples are feeding themselves without making use of the harmful methods of the industrial complex. He relates the wisdom to be gleaned from local cultures in such varied places as Mongolia, Chiapas, Sri Lanka, and Puglia. Amidst our crisis, it is critical that Americans look for insight from other cultures around the world and begin to build a new and better way of eating in our communities here.

Occupational Outlook Handbook

The Hamburger

Eating Dangerously

200 Delicious Recipes for Soul-warming Meals

How Extraordinary Companies Transcend Commodity and Defy Comparison

From Mutton to Masterchef

From Arby's to White Castle, One Man's Supersized Obsession with America's Favorite Food

Every book tells a story . . . And the 70 titles in the Pocket Penguins series are emblematic of the renowned breadth and quality that formed part of the original Penguin vision in 1935 and that continue to define our publishing today. Together, they tell one version of the unique story of Penguin Books. Eric Schlosser's inimitable brand of hard-hitting yet always entertaining writing looks beneath the surface of American life to examine issues ranging from the black market to burgers. When Penguin published his expose Fast Food Nation in 2001, it sparked a storm in the fast food industry. This piece on the terrifying true cost of cheap meat shows why Schlosser has been instrumental in changing our attitudes to what we eat.

Fine Cooking Comfort Food

Before the Ever After