Mcdonalds Soc Checklist

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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.

Biografisch woordenboek waarin een overzicht wordt gegeven van kunstenaars uit de Verenigde Staten van Amerika, Canada en Mexico.

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Tangled Routes follows a corporate tomato from a Mexican field through the United States to a Canadian table, examining in its wake the dynamic relationship between production and consumption, work and technology, health and environment, bio-diversity and cultural diversity. Three case studies—a Mexican agribusiness, a Canadian supermarket, and a U.S.-owned fast-food restaurant—offer a view of globalization from above (corporate profiles), globalization from below (stories of women who plant, pick, pack, scan, slice, and sell tomatoes), and "the other globalization" (acts of resistance and alternatives to the corporate model).

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?Routledge & Kegan Paul Ltd1979??????

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contemporary sociology, from politics and religion to crime and poverty, in a volume that links each article to related chapters in widely used introductory textbooks. Original. 35,000 first printing.

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Fast Food, Fast TalkService Work and the Routinization of Everyday LifeUniv of California Press

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