

Roadside
Empires

Roadside Empires How The Chains Franchised America

Steve Penfold



Roadside Empires How The Chains Franchised America:

Roadside Empires Stan Luxenberg,1985 This account explains carefully the inner workings of the franchising business in America **Selling 'em by the Sack** David G. Hogan,1999-11 This history of the White Castle chain tells a truly American success story of luck and hard work working behind one man to create an industry so pervasive that today it s an integral part of American pop culture Publishers Weekly 23 illustrations The Donut Steve Penfold,2008-01-12 In Canada the donut is often thought of as the unofficial national food Donuts are sold at every intersection and rest stop celebrated in song and story as symbols of Canadian identity and one chain in particular Tim Horton s has become a veritable icon with over 2500 shops across the country But there is more to the donut than these and other expressions of snackfood patriotism would suggest In this study Steve Penfold puts the humble donut in its historical context examining how one deep fried confectionary became not only a mass commodity but an edible symbol of Canadianness Penfold examines the history of the donut in light of broader social economic and cultural issues and uses the donut as a window onto key developments in twentieth century Canada such as the growth of a consumer society the relationship between big business and community and the ironic qualities of Canadian national identity He goes on to explore the social and political conditions that facilitated the rapid rise and steady growth of donut shops across the country Based on a wide range of sources from commercial and government reports to personal interviews *The Donut* is a comprehensive and fascinating look at one of Canada s most popular products It offers original insights on consumer culture mass consumption and the dynamics of Canadian history

The Routledge History of Food Carol Helstosky,2014-10-03 The history of food is one of the fastest growing areas of historical investigation incorporating methods and theories from cultural social and women s history while forging a unique perspective on the past *The Routledge History of Food* takes a global approach to this topic focusing on the period from 1500 to the present day Arranged chronologically this title contains 17 originally commissioned chapters by experts in food history or related topics Each chapter focuses on a particular theme idea or issue in the history of food The case studies discussed in these essays illuminate the more general trends of the period providing the reader with insight into the large scale and dramatic changes in food history through an understanding of how these developments sprang from a specific geographic and historical context Examining the history of economic technological and cultural interactions between cultures and charting the corresponding developments in food history *The Routledge History of Food* challenges readers assumptions about what and how people have eaten bringing fresh perspectives to well known historical developments It is the perfect guide for all students of social and cultural history *The McDonaldization of Society* George Ritzer,2013 George Ritzer s *McDonaldization of Society* now celebrating its 20th anniversary continues to stand as one of the pillars of modern day sociological thought By linking theory to 21st century culture this book resonates with students in a way that few other books do opening their eyes to many current issues especially in consumption and globalization As in previous editions the book has

been updated and it offers new discussions of among others In N Out Burger and Pret A Manger as possible antitheses of McDonaldization The biggest change however is that the book has been radically streamlined to offer an even clearer articulation of the now famous McDonaldization thesis **Encyclopedia of Junk Food and Fast Food** Andrew F. Smith, 2006-08-30 Eating junk food and fast food is a great all American passion American kids and grownups love their candy bars Big Macs and supersized fries Doritos Twinkies and Good Humor ice cream bars The disastrous health effects from the enormous appetite for these processed fat and sugar loaded foods are well publicized now This was particularly dramatically evidenced by Super Size Me 2004 filmmaker Morgan Spurlock s 30 day all McDonald s diet in which his liver suffered the same poisoning as if he had been on an extended alcohol binge Through increased globalization American popular food culture is being increasingly emulated elsewhere in the world such as China with the potential for similar disastrous consequences This A to Z reference is the first to focus on the junk food and fast food phenomena from a multitude of angles in addition to health and diet concerns More than 250 essay entries objectively explore the scope of the topics to illuminate the American way through products corporations and entrepreneurs social history popular culture organizations issues politics commercialism and consumerism and much more Interest in these topics is high This informative and fascinating work with entries on current controversies such as mad cow disease and factory farming the food pyramid movie tie ins and marketing to children will be highly useful for reports research and browsing It takes readers behind the scenes examining the significance of such things as uniforms training packaging and franchising Readers of every age will also enjoy the nostalgia factor learning about the background of iconic drive ins the story behind the mascots facts about their favorite candy bar and collectables Each entry ends with suggested reading Besides an introduction a timeline glossary bibliography resource guide and photos enhance the text Sample entries A Advertising Automobiles Ben Burger King Carhops Center for Science in the Public Interest Christmas Cola Wars Employment Fair Food Fast Food Nation Hershey Milton Hollywood Injury Krispy Kreme Lobbying Nabisco Obesity PepsiCo Salt Soda Fountain Teen Hangouts Vegetarianism White Castle Yum Brands Inc Tourism Marketing and Management in the Caribbean (RLE Marketing) Dennis J. Gayle, Jonathan N. Goodrich, 2014-09-15 The Caribbean now has one of the largest regional tourism industries in the world amongst developing countries When originally published this volume was the first to provide a comprehensive discussion of tourism in this part of the world It begins with an overview of the industry and then examines aspect of tourism marketing and management on a region by region basis covering the Bahamas Jamaica Barbados St Lucia Trinidad and Tobago Guyana and Cuba Detailed analysis follows of sectors within the industry such as heritage and health care with central issues such as the intense competition between the cruise ship and hotel industries being highlighted Discussion of the impact of US and EU policies on Caribbean tourism provides an important international perspective Throughout the focus is on the contribution of the regional tourism industry to Caribbean economic growth and development *Ray & Joan* Lisa Napoli, 2016-11-15 The movie

The Founder starring Michael Keaton focused the spotlight on Ray Kroc the man who amassed a fortune as the chairman of McDonald's. But what about his wife Joan the woman who became famous for giving away his fortune? Lisa Napoli tells the fascinating story behind the historic couple. Ray Joan is a quintessentially American tale of corporate intrigue and private passion, a struggling Mad Men era salesman with a vision for a fast food franchise that would become one of the world's most enduring brands, and a beautiful woman willing to risk her marriage and her reputation to promote controversial causes that touched her deeply. Ray Kroc was peddling franchises around the country for a fledgling hamburger stand in the 1950s McDonald's. It was called when he entered a St Paul supper club and encountered a beautiful young piano player who would change his life forever. The attraction between Ray and Joan was instantaneous and instantly problematic. Yet even the fact that both were married to other people couldn't derail their roller coaster of a romance. To the outside world Ray and Joan were happy, enormously rich and giving. But privately Joan was growing troubled over Ray's temper and dark secret something she was reluctant to publicly reveal. Those close to them compared their relationship to that of Elizabeth Taylor and Richard Burton. And yet this volatility paved the way for Joan's transformation into one of the greatest philanthropists of our time. A force in the peace movement she produced activist films, books and music and ultimately gave away billions of dollars including landmark gifts to the Salvation Army and NPR. Together the two stories form a compelling portrait of the twentieth century, a story of big business, big love and big giving.

Food and Drink in American History Andrew F. Smith, 2013-10-28. This three volume encyclopedia on the history of American food and beverages serves as an ideal companion resource for social studies and American history courses covering topics ranging from early American Indian foods to mandatory nutrition information at fast food restaurants. The expression you are what you eat certainly applies to Americans not just in terms of our physical health but also in the myriad ways that our taste preferences, eating habits and food culture are intrinsically tied to our society and history. This standout reference work comprises two volumes containing more than 600 alphabetically arranged historical entries on American foods and beverages as well as dozens of historical recipes for traditional American foods and a third volume of more than 120 primary source documents. Never before has there been a reference work that coalesces this diverse range of information into a single set. The entries in this set provide information that will transform any American history research project into an engaging learning experience. Examples include explanations of how tuna fish became a staple food product for Americans, how the canning industry emerged from the Civil War, the difference between Americans and people of other countries in terms of what percentage of their income is spent on food and beverages, and how taxation on beverages like tea, rum and whisky set off important political rebellions in U.S. history.

The A to Z of the Eisenhower Era Burton I. Kaufman, Diane Kaufman, 2009-10-26. U.S. Army General Dwight D. Eisenhower first entered into the public eye during World War II as the Supreme Commander of the Allied Forces in Europe. In 1952 he was elected as the 34th President of the United States and served two terms. During those terms he oversaw the

cease fire of the Korean War kept up the pressure on the Soviet Union during the Cold War made nuclear weapons a higher defense priority launched the Space Race enlarged the Social Security program and began the Interstate Highway System The A to Z of the Eisenhower Era examines significant individuals organizations and events in American political economic social and cultural history during this era in American history In addition to the hundreds of cross referenced dictionary entries on politics economics diplomacy literature science sports and popular culture a chronology introductory essay and several appendixes are also included in this valuable reference

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