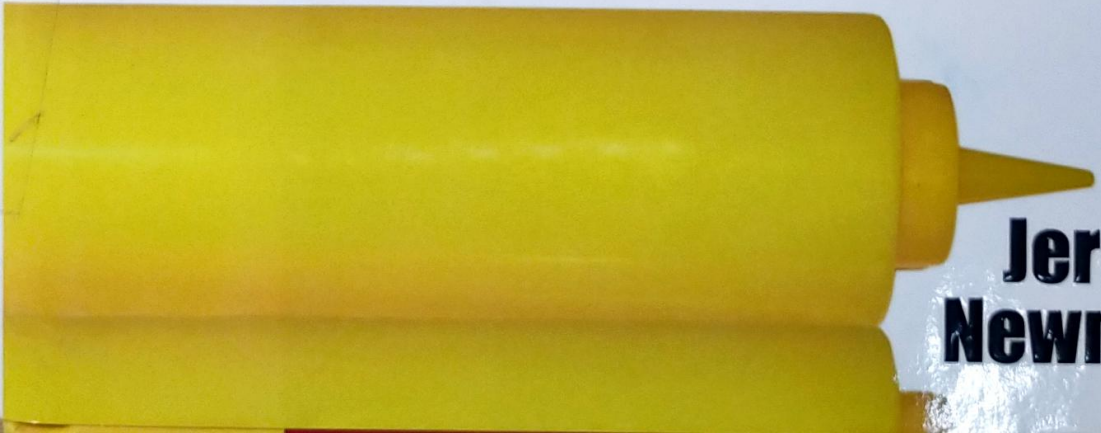




My Secret Life on the McJob



**Lessons from Behind the Counter
Guaranteed to Supersize Any Management Style**



**Jerry
Newman**

My Secret Life on the McJob

Lessons from
Behind the Counter
Guaranteed to Supersize
Any Management Style


Jerry M. Newman

QUÀ TẶNG CỦA QUỸ CHÂU Á
KHÔNG ĐƯỢC BÁN LẠI

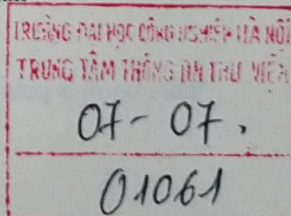
McGraw-Hill

New York Chicago San Francisco

Lisbon London Madrid Mexico City Milan

New Delhi San Juan Seoul Singapore

Sydney Toronto



Copyright © 2007 by Jerry M. Newman. All rights reserved. Printed in the United States of America. Except as permitted under the United States Copyright Act of 1976, no part of this publication may be reproduced or distributed in any form or by any means, or stored in a data base or retrieval system, without the prior written permission of the publisher.

2 3 4 5 6 7 8 9 0 DOC/DOC 0 9 8 7

ISBN 10: 0-07-147365-3

ISBN 13: 978-0-07-147365-1

Interior design by Lee Fukui and Mauna Eichner

McGraw-Hill books are available at special quantity discounts to use as premiums and sales promotions, or for use in corporate training programs. For more information, please write to the Director of Special Sales, Professional Publishing, McGraw-Hill, Two Penn Plaza, New York, NY 10121-2298. Or contact your local bookstore.

This book is printed on acid-free paper.

Contents

	Acknowledgments	vii
	Introduction: Would You Like Fries with That Condom?	1
1	The Rules of the Game	11
2	The McJob Isn't McEasy	35
3	The Great Cheese Wars and Other Culture Tales from Behind the Counter	59
4	Will Work for Whoppers!	99
5	Training the Utterly Confused	127

6	Diversity, Discrimination, and Lap Dancing	147
7	I Blame It on Henry Ford	163
8	Reflections on Fast Food	181
	Index	195