



Golden Arches East: McDonald's in East Asia (2nd Revised edition)

By James Watson

Stanford University Press. Paperback. Book Condition: new. BRAND NEW, Golden Arches East: McDonald's in East Asia (2nd Revised edition), James Watson, McDonald's restaurants are found in over 100 countries, serving tens of millions of people each day. What are the cultural implications of this phenomenal success? The widely read - and widely acclaimed - Golden Arches East argues that McDonald's has largely become divorced from its American roots and become a "local" institution for an entire generation of affluent consumers in Hong Kong, Beijing, Taipei, Seoul, and Tokyo. In the second edition, James L. Watson also covers recent attacks on the fast-food chain as a symbol of American imperialism, and the company's role in the obesity controversy currently raging in the U.S. food industry, bringing the story of East Asian franchises into the twenty-first century. Praise for the First Edition: "Golden Arches East is a fascinating study that explores issues of globalization by focusing on the role of McDonald's in five Asian economies and [concludes] that in many countries McDonald's has been absorbed by local communities and become assimilated, so that it is no longer thought of as a foreign restaurant and in some ways no longer functions as one." ...

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