

Mcdonalds Crew Training

Fast Food, Fast Talk Hospitality The High Cost of Low Morale...and what to do about it Services
Marketing Black Enterprise Working for McDonald's in Europe Black Enterprise Opportunities in Fast Food
Careers Office of Vocational Education Special Needs Training Information Technology for
Management Library Insights, Promotion & Programs Training, Strategy for Higher Productivity The Wall
Street Journal Human Resources Management Small Business Management Walk Through
Paradise Newscom The Transformation of Work in the New Economy Pakistan & Gulf Economist Black
Meetings & Tourism Robin Leidner Carol Hacker K. Rama Moahaha Rao Tony Royle Marjorie Eberts
Efraim Turban Wendell L. French Justin Gooderl Longenecker California. Department of Corrections
Carolyn Cummings Perrucci

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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

while the morale of an organization is an intangible element composed of feelings and attitudes of individuals and groups the effects of morale include tangible and extremely important factors such as profits efficiency quality and productivity low morale and its costliest indicator high turnover can be a tremendous drain on a company s finances managers often view morale as mysterious and unpredictable when in fact it is a measurable controllable expense the high cost of low morale explores the underlying causes of low morale and offers you field proven practical methods for increasing morale and reducing turnover in your organization

black enterprise is the ultimate source for wealth creation for african american professionals entrepreneurs and corporate executives every month black enterprise delivers timely useful information on careers small business and personal finance

this volume represents a real life case study revealing the interaction between the mcdonald s corporation the most famous brand in the world and the regulatory systems of a number of different european countries

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taking a practical managerial oriented approach this text stresses how information technology provides solutions to organisational problems and challenges and emphasises the innovative use of information technology

ideal for management majors who plan to become hrm professionals this highly accessible text presents a conceptual model of the field placing hrm in the overall context of business management students gain a broad practical understanding of how hrm policies affect the workplace from productivity quality and customer service to employee morale french addresses timely issues changing the current role of hrm including international topics technology and the internet social responsibility and performance appraisal several pedagogical features reinforce the author s conceptual approach to human resources management chapter ending experiential exercises promote group discussion and role playing through real world challenges such as discrimination laws safe healthy work environments and negotiation skills comprehensive cases taken from respected publications such as the new york times and the wall street journal explore contemporary issues in hrm like the new face of organized labor and the implications of an aging workforce new ethical perspectives boxes expand on the ethical standards maintained by human resource managers today topics covered in this new feature include employee healthcare executive incentives and outsourcing a conceptual model presents human resource management in the context of the overall management process students see the connections between hrm policies and organizational outcomes such as customer service productivity quality and employee morale cartoons with content based captions help students to interpret the concepts and real world issues facing hrm managers international perspective boxes present current timely issues the pros and cons of outsourcing u s educated immigrants returning home to work and employee involvement in foreign countries contemporary perspectives explore hrm topics from managing change and hiring accountability to connecting pay to performance

small business management has been the best selling small business management text for more than

three decades helping to guide generations of readers into the ranks of business owners and entrepreneurs the authors diverse academic backgrounds in management marketing and finance bring a balanced approach to covering all aspects of starting and running a small business adopters praise the text edition after edition for its timely coverage enjoyable and practical presentation interesting examples and its wealth of additional resources

in the transformation of the new economy editors robert perrucci and carolyn c perrucci critically examine existing conditions in the workplace and discuss the political and economic forces that have shaped them the book explores established practices governing how products are produced how work is organized and who comprises the labor force

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Introduction

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