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Paris has what is thought to be the only McDonald's with ...

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McDonald's Brazil has gotten in on the

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conversation by separating the iconic golden arches on its logo as a sort of social distance public service announcement.

Golden Arches East: McDonald's in East Asia, 1997 | Online ...

Golden Arches East McDonald's in East Asia. Edited by James L. Watson Stanford University Press. Read the Review. McDonald's in Beijing: The Localization of Americana.

Yunxiang Yan ... A considerable proportion of customers were tourists from outlying provinces who had only heard about McDonald's or seen its Golden Arches in the movies.

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The iconic "Golden Arches" can be seen in almost every McDonald's restaurant around the world, with very little, if any, variations among them. Notable exceptions include Canada, where small maple leaves can be found between the arches and the McDonald's in Times Square which is covered in bright neon lights. A McDonald's on the Champs-Élysées [...]

Golden Arches East: McDonald's in East Asia,
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Second ...

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 ...

*Golden Arches East Mcdonalds In East Asi:
James L Watson ...*

Such skepticism was met by the five authors

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of Golden Arches East when they embarked on their collective endeavor to study McDonald's restaurants in five East Asian locations. Some academic colleagues accused them of legitimizing corporate hype, or of elevating to the status of a research project what could at best be handled as a sophomore class assignment.

Golden Arches East Mcdonalds In McDonald's restaurants are found in over 100 countries, serving tens of millions of people each day. What are the cultural implications

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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 ...

Golden Arches East - The New York Times Web Archive

“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

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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.” –Nicholas Kristof, New ...

Golden Arches East, McDonald's in East Asia - Sharbaugh ...

*Golden Arches East: McDonald's in East Asia
By James L. Watson Stanford University Press,
1997 Read preview Overview McDonaldization
Revisited: Critical Essays on Consumer
Culture By Mark Alfino; John S. Caputo; Robin
Wynyard Praeger, 1998*

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Golden Arches East: McDonald's in East Asia - 2nd Edition ...

McDonald's name change became an online joke after its announcement on October 25. Records from the Administration of Industry and Commerce show McDonald's changed its Chinese business name to "Golden Arches (China) Co. Ltd" on October 12. The former McDonald's (China) told China Entrepreneur that after its strategic cooperation with CITIC and Carlyle, McDonald's (China)...

Golden Arches East: McDonald's in East Asia, Second ...

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Golden Arches East: McDonald's in East Asia is a 1997 collection of anthropological essays edited by American academic James L. Watson. Examining the cultural impact of McDonald's in five East Asian locations (Beijing, Hong Kong, Taipei, Seoul, and Japan), the book raises broader questions about American cultural imperialism, the rise of ...

Amazon.com: Customer reviews: Golden Arches East: McDonald ...

Golden Arches East, McDonald's in East Asia by James L. Watson. Editor Stanford

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University Press 1998

*Golden arches east : McDonald's in East Asia
(Book, 1997 ...*

*CONTRIBUTED BY DASHA GARIEPY image courtesy
of tartlime on flickr Few visuals convey the
idea of "East Meets West" quite like the one
above. If you're anything like me, you were
disappointed and a bit disgusted to see
Golden Arches everywhere on this island. I
didn't fly halfway around the world to eat at
McDonalds, [...]*

Golden Arches East Summary | SuperSummary

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While McDonald's dropped the physical arches from nearly all of its restaurants in the 1960s [citation needed], the Golden Arches have remained in the logo, and as a commonly understood term for the company. This was partially due to Louis Cheskin's argument that the arches, which he likened to "mother McDonald's breasts", had "Freudian applications to the subconscious mind of the consumer and ...

McDonald's Brazil Separated The Golden Arches In Favor Of ...

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Golden Arches - Wikipedia

*Golden Arches East: McDonald's in East Asia
By James L. Watson Stanford University Press,
2006 Read preview Overview Fast Food, Fast
Track: Immigrants, Big Business, and the
American Dream By Jennifer Parker Talwar
Westview Press, 2002*

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Golden Arches East: McDonald's in East Asia, Second ...

“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.” –Nicholas Kristof, New ...

Golden arches east : McDonald's in East Asia (Book, 2006 ...

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McDonald's iconic "M" design had to be tweaked for one location—and the reason is pretty funny. Here's the story behind these unique "turquoise arches."

McDonald's Assumes New 'Golden Arches' Name in ... - Pandaily

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Get this from a library! Golden arches east : McDonald's in East Asia. [James L Watson;] -- The second edition includes the chapter "Update" and discusses globalization, McDonald's as political target, obesity politics, and social conditions in 2005, generally.

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