

Mcdonalds Crew Training

Fast Food, Fast TalkHospitalityThe High Cost of Low Morale...and what to do about itBlack EnterpriseServices MarketingBlack EnterpriseWorking for McDonald's in EuropeOffice of Vocational Education Special Needs TrainingOpportunities in Fast Food CareersInformation Technology for ManagementLibrary Insights, Promotion & ProgramsTraining, Strategy for Higher ProductivityThe Wall Street JournalSmall Business ManagementHuman Resources ManagementWalk Through ParadiseNewscamBlack Meetings & TourismThe Transformation of Work in the New EconomyPakistan & Gulf Economist Robin Leidner Carol Hacker K. Rama Moahana Rao Tony Royle Marjorie Eberts Efraim Turban Justin Gooderl Longenecker Wendell L. French 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

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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

opportunities in series most comprehensive series with over 150 titles students can explore virtually any job opportunity to their heart s content full career description tells students what each profession is all about and the various job opportunities available overview of the job market provides information on educational requirements salary opportunities career advancement and the employment outlook additional references bridge readers to other resources on employment opportunities in the professional field

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

this textbook focuses on the niche occupied by small businesses and its contribution to the larger economy it introduces the knowledge and skills needed to manage a small business chapters address issues of strategy venture opportunity marketing management and finance the companion cd rom is entitled preparing the business plan to accompany small business management

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 endingexperiential exercisespromote 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 asthe new york timesandthe wall street journal explore contemporary issues in hrm like the new face of organized labor and the implications of an aging workforce new ethical perspectivesboxes 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 perspectiveboxes 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 perspectivesexplore hrm topics from managing change and hiring accountability to connecting pay to performance

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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