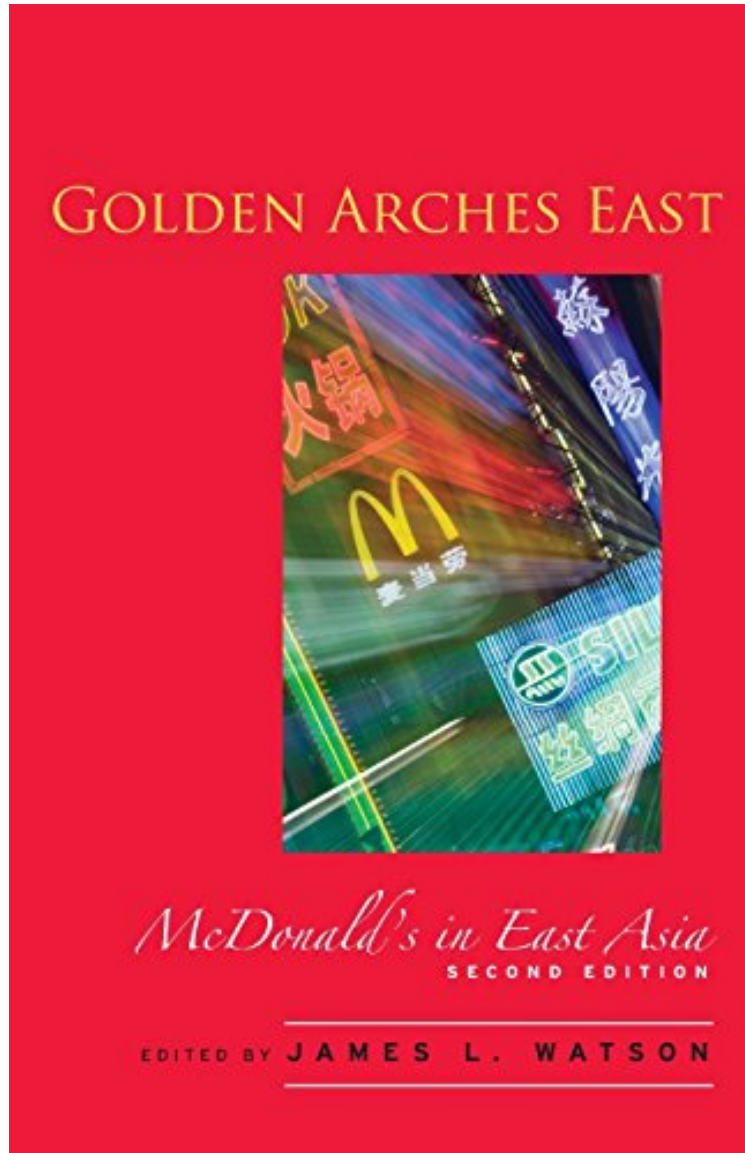


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From James Watson : Golden Arches East: McDonald's in East Asia, Second Edition before purchasing it in order to gage whether or not it would be worth my time, and all praised Golden Arches East: McDonald's in East Asia, Second Edition:

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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." Nicholas Kristof, *New York Times Book Review* "This is an important book because it shows accurately and with subtlety how transnational culture emerges. It must be read by anyone interested in globalization. It is concise enough to be used for courses in anthropology and Asian studies." Joseph Bosco, *China Journal* "The strength of this book is that the contributors contextualize not just the food side of McDonald's, but the social and cultural activity on which this culture is embedded. These are culturally rich stories from the anthropology of everyday life." Paul Noguchi, *Journal of Asian Studies* "Here is the rare academic study that belongs in every library." *Library Journal*

.com What does it mean that McDonald's has become an integral part of daily life throughout East Asia--so much so, in fact, that many Asians have ceased to consider the American hamburger chain "foreign" at all? The five scholars who contribute essays to *Golden Arches East* have taken a novel approach to cultural anthropology. Call it hamburger historiography, perhaps, but their analysis of McDonald's ascendancy in the East has much to say about both the corporation itself and the changing values of Asian societies. Despite widespread criticism of McDonald's as a symbol of global homogeneity and environmental degradation, not all of these changes have been negative. In Hong Kong and China, for instance, McDonald's has actually contributed to improving standards of bathroom cleanliness and table manners, according to the authors. And the transformation has cut both ways; McDonalds itself has been forced to adapt to local culture and tastes. In studying how McDonald's has been assimilated into Asian societies, Watson et al. provide a fascinating portrait of cultural accommodation, compromise, and change. From *Library Journal* From a historical perspective, McDonald's Ray Kroc may be viewed as the latest in a line of foreign rulers who conquered Asia. From Japan to South Korea to Taiwan, Hong Kong, and, most recently, China, the ubiquitous Golden Arches proclaim the victory of American hamburger culture. But is McDonald's the vanguard of a process of globalization? The five anthropological case studies gathered here by editor Watson in this absorbing, accessible study suggest a more complicated answer than yes or no. They show that, partly because of its own localization strategy and partly because of the consumers it targets, McDonald's quickly assimilates to the culture of the countries where it operates even as it contributes to modernizing changes in those diverse Asian settings. In particular, McDonald's is no longer an exotic import but part of the local milieu. Here is that rare academic study that belongs in every library.? Steven I. Levine, *Boulder Run Research, Hillsborough, N.C.* Copyright 1998 Reed Business Information, Inc. From *Booklist* Along with Coca Cola and Microsoft, McDonald's is ranked among the top five multinationals with the greatest presence in Asia. The fast-food giant has often faced hostility abroad as its critics charge it with everything from cultural insensitivity to economic and environmental imperialism. At the same time, McDonald's has proved wildly successful with foreign consumers, especially younger ones. Editor Watson and his five contributors acknowledge the concerns but do not address them head on. All six are anthropology professors at various universities, and their interest is in McDonald's as a cultural phenomenon. Looking separately at Tokyo, Taipei, Hong Kong, Seoul, and Beijing, each author considers demographic and ethnographic distinctions in how local consumers react and take to McDonald's products, service philosophy, and marketing tactics. They also investigate how the company has adapted its own way of doing things to local tastes, customs, and attitudes. Some may argue that this is misplaced scholarship, but anyone who will admit to ever having eaten under the golden arches will find this study fascinating. David Rouse