

## Works Cited

“Corporations: Meat, Potatoes, and Money.” *TIME* 3 Nov. 1961: *TIME*. Web. 15 Jan. 2015.

<<http://content.time.com/time/subscriber/article/0,33009,897913,00.html>>. This source is an online reproduction of an actual print article from *TIME* magazine. Although there is no author listed *TIME* magazine is a well known company and appears trustworthy This article first talks about how McDonalds has grown and some of the at the time financial facts. Later in the article it goes into the demand of McDonalds franchisees and Kroc’s growing wealth which was very useful information on McDonalds economic effects.

Dentzman, Katherine. “Max Weber: An Introduction to Rationality.” *Global Food System Analysis*. Web. 18 Dec. 2014.

<<http://globalfoodsystemanalysis.weebly.com/max-weber.html>>. Katherine Dentzman has a phd in sociology. She talks about the ideology of Max Weber and how some of his philosophies apply to her example of McDonalds. A metaphor used to understand rationalization in this article is ‘McDonaldization’, which emphasizes efficiency, predictability, calculability, and control. This article is useful in understanding the effect of McDonalds on society and the commercialization of America. She shows how Webers foreshadowing has come true in how Americas most famous chains regulate their products. She uses quotes from philosophers Karl Marx and Max Weber to show the true impact of the commercialization of America that McDonalds helped cause.

Foner, Eric, and John A. Garraty, eds. “Dust Bowl.” *History*. A+E Networks Digital, Web. 23 Dec. 2014. <<http://www.history.com/topics/dust-bowl>>. This website is pretty quick and gets right to the point. It gives numerous stats and has a interesting on the dust bowl and

how it affected the midwest of America. There is no bias and the article is pretty much all cited sources which can help illustrate one of the biggest American Tragedies of the 20th century.

“FOOD: Still the Champion.” *TIME* 25 Apr. 1977: *TIME*. Web. 15 Jan. 2015.

<<http://content.time.com/time/subscriber/article/0,33009,918879-1,00.html>>. This source was stating some at the time facts about McDonalds and their financial growth. This source is a online reproduction of an actual print article from TIME magazine. Although there is no author listed TIME magazine is a well known company and appears trustworthy. Later in the article there is useful information on McDonalds’ reasons for success including marketing.

“FOOD: The Burger That Conquered the Country.” *TIME* 17 Sept. 1973: *TIME*. Web. 15 Jan.

2015. <<http://content.time.com/time/subscriber/article/0,33009,907911-1,00.html>>. There is information provided on their marketing strategies towards kids, along with other information that corroborates with our other sources.

Gilbert, Sara. *The Story of McDonald's*. Mankato, MN: Creative Education, 2009. Print. Built For Success. This source did what its title states and basically tells the overall story of McDonalds. Sara Gilbert is an established writer writing a series of books on the stories of many American topics. From this book we used multiple quotes about Ray Kroc and McDonalds as well as a summary of McDonalds growth as a company.

Gray, Madison. “Not Lovin’ It: Dad Accused of ‘Unfit Parenting’ for Refusing to Take His Son to McDonalds.” *TIME* 8 Nov. 2013: Web. 15 Jan. 2015.

<<http://newsfeed.time.com/2013/11/08/not-lovin-it-dad-accused-of-unfit-parenting-for-re>

fusing-to-take-his-son-to-mcdonalds/>. This source a news article on a divorce situation and child custody involving the father being accused of unfit parenting because he would not take his child to McDonalds. The author is a journalist for TIME magazine and appears to be unbiased and reliable. This article gives us an example about the McDonald's part in today's culture.

Gross, Daniel. *Forbes Greatest Business Stories of All Time*. : Forbes, 1996. Print. At the end, it gives information about the international influences McDonald's has had, along with how other cultures have impacted it. It is reliable since it is published by Forbes, the leading American business magazine. The author also had a master's degree in American history from Harvard.

James, Randy. "A Brief History of McDonald's Abroad." *TIME* 28 Oct. 2009: *TIME*. Web. 15 Jan. 2015. <<http://content.time.com/time/world/article/0,8599,1932839,00.html>>. This article talks about the globalization of McDonalds. There is not much information about the author, Randy James, but because the publisher, TIME magazine is well known and trusted, we know this information should be reliable. This source was good for obtaining information about the world's reactions to McDonalds as it expanded its empire throughout the world.

Kroc, Ray Kroc Albert. *Grinding It Out: The Making Of McDonald's*. 2nd ed. New York City: Macmillan, 1977. Print. This is a autobiographical book from Ray Kroc himself and true to the title focuses mainly on the McDonald's period in his life. He talks about his inspirations and the direction he implemented into McDonalds from the get go which helps show his impact in business today. There are some cases of bias but whenever he

makes a statement or fact, they are backed up from other sources I've searched out. This is a great source to see the parallels between the huge company and the man who made it what it is today.

McGrath, Jane. "How McDonalds Works." *How Stuff Works*. InfoSpace LLC, Web. 21 Dec. 2014. <<http://money.howstuffworks.com/mcdonalds.htm>>. Jane McGrath who holds a bachelor's degree in English from the University of Maryland in this multi paged article goes over the McDonalds franchise and why they're so profitable. This article was very interesting in showing that the true reason why McDonalds is so profitable was because of real estate and how they lease McDonalds. It shows that the unique direction the franchise took and how and why they're so successful. She uses stats and cited facts to support her statements in an unbiased way.

Pace, Eric. "Ray A. Kroc dies at 81; Built McDonald's Chain." *New York Times* [New York City] 15 Jan. 1984: Print. This is a newspaper article posted after Ray Kroc's death and looks back at his career in a retrospective way. It also shows how he was seen by the american people and shows what his legacy in the history books will be. It goes over his career and something interesting that usually isn't talked about Ray Kroc is not just his involvement in sports but also how he influenced it. There are a lot of statistics and facts to support the authors reserved claims. It is a trustworthy source.

Pells, Richard H. "Great Depression." *Britannica*. Encyclopaedia Britannica, Web. 18 Dec. 2014. <<http://school.eb.com/levels/high/article/37849#>>. Richard H. Pells is a teacher at the university of Texas and is a multiple time author. I wanted to gain some context on America around the time of Ray Kroc and how it might've affected him. One of the most

pivotal events in his lifetime was the great depression that spanned from 1929-1939. This article provides a very detailed overview of this era of American history. Rather than just providing an explanation for this financial burden the author details the culture of America at the time and how the common day people were affected. Ray Kroc before discovering McDonalds was one of these everyday people and it was interesting to see how someone like him could be affected by this great tragedy. The author uses specific examples from history and facts to help paint a image of America during the time. The author shows no signs of bias and uses evidence to support each statement in the article.

“Ray Kroc Biography.” *The Famous People*. Famous People, 6 Apr. 2011. Web. 18 Dec. 2014.

<<http://www.thefamouspeople.com/profiles/ray-kroc-164.php>>. It gives context about when he lived, such as World War I and his role in it, which was an ambulance driver who also made friends with Walt Disney. It then talks about his early career, which was working at Prince Castle Multi-Mixer, and how he discovered the McDonalds brothers. Some details are then given about when he acquired the franchise and what he did, along with his failed deal with Disney. It seems to be a useful source as it corroborates with other sources and the website that published the article presents biographies of several influential people. It is very helpful since it provides background information and highlighted important events in Kroc’s life, along with the dates.

“Ray Kroc Burger Baron.” *Entrepreneur*. Entrepreneur Media, 8 Oct. 2008. Web. 18 Dec. 2014.

<<http://www.entrepreneur.com/article/197544>>. It provides certain events in Kroc’s early childhood that helped shape him to be what he became. It then talks about his early career and how he discovered the McDonald brothers and how he acquired the franchise. Some

of his hurdles that he overcame are talked about, along with his influence in the food industry. It is a reliable source because it corroborates with other sources and the website it comes from is the Entrepreneur's site, which is a magazine that carries news about entrepreneurs, along with biographies. It helped give information about Kroc's background and his acquisition of the franchise along with hurdles that he overcame. These obstacles he overcame also helped demonstrate what makes him a great leader.

"Raymond Albert Kroc." *Encyclopedia of World Biography*. Detroit: Gale, 1998. *Biography in Context*. Web. 16 Dec. 2014. This source is an overview of Ray Kroc's life. This article does not have any main arguments but serves as a timeline of Kroc's life. This source was useful in gaining an understanding of the major events and achievements of Kroc's life. There was a good amount of data/details. The publishers, Gale, are a well known and trusted group. Gale claims to be "passionate about providing the content, tools, and services libraries need to enable learning and promote information discovery." This document does not appear contain a bias as it does not have an argument. The information from this source generally concurs with the information for our other sources only having less details in some areas but more detail in others. I found this source helpful as it provided me with some useful facts or quotes to use and I trust this source as a generalized overview much more than wikipedia.

Schlosser, Eric. *Fast Food Nation: What the All-American Meal Is Doing to the World*. 2002 ed. : Houghton Mifflin, 2002. Print. This book is about the local and global influence of the US fast food industry. Part this book discusses and examines the roles and methods of Ray Kroc and various other figures in the fast food industry. The author, Eric Schlosser,

is an american journalist known for his investigative journalism. Schlosser appears to be unbiased. The source was useful in gaining better details and facts about the relationship between Walt Disney and Ray Kroc and their path to fame.