### burger king crown template

burger king crown template is a popular and recognizable design that captures the iconic branding of the Burger King fast-food chain. This template is widely used for promotional materials, crafts, and events, allowing fans and customers to recreate the classic Burger King crown in a printable and customizable format. In this article, the history and significance of the Burger King crown will be explored, along with tips on how to use and customize the burger king crown template effectively. Additionally, information on where to find high-quality templates and creative ideas for engaging activities involving the crown will be discussed. Understanding the versatility and appeal of the Burger King crown template offers valuable insight into its enduring popularity. The following sections provide a comprehensive overview of this unique branding element.

- The History and Significance of the Burger King Crown
- Features and Design Elements of the Burger King Crown Template
- How to Use and Customize Your Burger King Crown Template
- Where to Find High-Quality Burger King Crown Templates
- Creative Uses and Activities Involving the Burger King Crown Template

### The History and Significance of the Burger King Crown

The Burger King crown is a symbol deeply embedded in the fast-food brand's identity. Introduced as part of Burger King's marketing strategy, the crown has become synonymous with the brand's playful and customer-focused approach. The iconic paper crown was first given to children visiting Burger King restaurants, creating a memorable and enjoyable experience. Over the years, it has evolved into a well-recognized emblem featured in advertising campaigns and store decorations. The burger king crown template allows fans to bring this piece of the brand's heritage into their own homes or events, celebrating the fun and royal theme Burger King embraces.

### The Origin of the Burger King Crown

The Burger King crown originated in the 1950s and 1960s as a promotional tool designed to attract families and young customers. The crown's regal design complemented the brand's "King" persona and enhanced the customer experience. By providing children with crowns, Burger King established a unique

connection that differentiated it from competitors. This tradition has been maintained for decades, reinforcing the brand's identity and fostering customer loyalty.

#### Symbolism and Brand Impact

The crown symbolizes leadership, fun, and a sense of belonging to the Burger King community. It reinforces the brand's message of quality and customer appreciation, making the dining experience more engaging. The burger king crown template captures this symbolism, allowing businesses and individuals to replicate the brand's charm in a tangible form. Its impact extends beyond marketing, influencing culture and customer expectations within the fast-food industry.

### Features and Design Elements of the Burger King Crown Template

The burger king crown template features distinctive design elements that reflect the brand's visual identity. These elements include the crown's shape, color scheme, and branded logos, all arranged to create a recognizable and appealing look. The template is typically designed to be printed on paper or cardstock, making it accessible for both commercial and personal use. Understanding the key design attributes helps in selecting or creating accurate templates that maintain brand consistency.

### **Shape and Structure**

The crown's shape is a traditional royal crown with pointed peaks and rounded edges, designed to fit comfortably on the head. The burger king crown template includes fold lines and tabs for easy assembly, ensuring that users can construct a sturdy and wearable crown. The design balances aesthetics with functionality, making it suitable for various age groups and events.

### Color and Branding Details

Colors play a crucial role in the burger king crown template, with the classic gold or yellow hues representing royalty and the brand's warm color palette. The template often incorporates Burger King's logo and slogan, reinforcing brand recognition. These branding details are carefully positioned to be visible and attractive when the crown is worn or displayed. Maintaining these colors and logos in the template is essential for authenticity and visual appeal.

## How to Use and Customize Your Burger King Crown Template

Using the burger king crown template effectively requires attention to printing, assembly, and customization options. Whether for a birthday party, promotional event, or educational activity, the template can be tailored to fit specific needs. This section outlines step-by-step instructions for printing and assembling the crown, as well as ideas for personalizing the design to enhance user engagement and creativity.

### **Printing and Assembly Instructions**

To use the burger king crown template, print the design on sturdy paper or cardstock for durability. Follow the fold lines and cut out the shape carefully. Assembly typically involves folding the tabs and securing the ends with tape or glue to form a circular crown. Adjustments may be necessary to fit different head sizes, making the crown comfortable and secure.

#### **Customization Ideas**

Customizing the burger king crown template can add a unique touch for special occasions. Options include:

- Adding personalized text or names to the crown
- Incorporating additional colors or decorations such as stickers and glitter
- Modifying the size to fit adults or children
- Using the template for themed events by changing branding elements

These customizations enhance the appeal and utility of the crown, making it suitable for various contexts beyond the original design.

### Where to Find High-Quality Burger King Crown Templates

High-quality burger king crown templates are available from several sources, both free and paid. Choosing the right template ensures that the design is accurate, printable, and easy to assemble. This section highlights the best options for acquiring professional-grade templates that meet branding standards and user needs.

#### Official and Licensed Sources

Official Burger King websites and licensed distributors occasionally provide downloadable crown templates for promotional purposes. These sources guarantee authenticity and compliance with brand guidelines. Obtaining templates from official channels is recommended for businesses or events requiring strict brand adherence.

#### Third-Party and Community Resources

Many websites and online communities offer free or low-cost burger king crown templates created by designers and fans. These templates vary in quality and detail but often include creative variations and customizable formats. When using third-party templates, it is important to verify the resolution and print compatibility to ensure the best results.

## Creative Uses and Activities Involving the Burger King Crown Template

The burger king crown template lends itself to a variety of creative uses beyond simple wearables. It serves as a versatile tool for educational, promotional, and entertainment purposes. This section explores engaging activities and ideas that utilize the crown template to maximize its impact and enjoyment.

#### Party and Event Entertainment

Using the burger king crown template at birthday parties, school events, or fast-food promotions creates interactive experiences. Children and adults alike enjoy wearing the crowns, which can be part of games, contests, or photo opportunities. The crowns contribute to themed decorations and create memorable moments for attendees.

### **Educational and Craft Projects**

The crown template is an excellent resource for arts and crafts activities in classrooms or workshops. Students can learn about branding, design, and history while assembling and decorating their crowns. This hands-on approach enhances creativity and comprehension, making the burger king crown template a valuable educational tool.

#### Marketing and Brand Engagement

Businesses can leverage the burger king crown template for promotional campaigns and customer engagement. Custom crowns featuring branding messages encourage participation and brand loyalty. Distributing crowns at events or in-store promotions helps reinforce the Burger King identity and attract attention in competitive markets.

### Frequently Asked Questions

#### Where can I find a free Burger King crown template?

You can find free Burger King crown templates on various craft websites, educational resource sites, and sometimes on Burger King's official promotional pages.

### How do I print and assemble a Burger King crown template?

Download the template, print it on sturdy paper or cardstock, cut along the lines, and use the tabs to secure the crown around your head by stapling or taping.

#### Can I customize the Burger King crown template?

Yes, many templates are editable PDFs or image files that you can customize with text, colors, or decorations before printing.

### What occasions are suitable for using a Burger King crown template?

Burger King crown templates are great for birthday parties, school activities, themed events, or promotional activities related to Burger King.

#### Is the Burger King crown template trademarked?

The Burger King crown design is trademarked, so using it for commercial purposes may require permission. Personal and educational use is generally allowed.

### Are there different styles of Burger King crown templates available?

Yes, you can find classic yellow crowns, holiday-themed crowns, and even customizable versions online.

### How can I make a Burger King crown template more durable?

Print the template on cardstock, laminate it, or reinforce it with tape to make the crown more durable.

### Can kids color their own Burger King crown templates?

Absolutely! Many templates come as black-and-white outlines specifically for kids to color and decorate themselves.

### Is there an official Burger King app or website feature for crown templates?

Burger King occasionally offers crown templates or promotional materials on their official website or app during special promotions.

### How do I size the Burger King crown template to fit different head sizes?

Most templates include adjustable tabs or instructions to trim the crown to fit various head sizes comfortably.

#### **Additional Resources**

- 1. The Burger King Crown Template Handbook
  This comprehensive guide explores the design and use of Burger King crown templates for promotional events and parties. It delves into the history of the iconic crown and offers step-by-step instructions to create your own customized templates. Perfect for event planners and Burger King enthusiasts alike, this book blends creativity with branding insights.
- 2. Designing Fast Food Crowns: From Concept to Creation
  An in-depth look at the artistic and manufacturing processes behind fast food crowns, including the Burger King crown template. The book covers graphic design principles, material selection, and production techniques. Readers will gain an appreciation for how simple promotional items can enhance brand identity and customer engagement.
- 3. DIY Burger King Crown Templates for Kids' Parties
  A fun and practical guide for parents and educators to create Burger Kingthemed crowns for children's parties. It includes printable templates,
  coloring pages, and craft ideas to make the celebration memorable. The book
  encourages creativity while providing easy-to-follow instructions suitable
  for all skill levels.

- 4. Branding and Marketing with Iconic Fast Food Crowns
  This book analyzes how fast food chains like Burger King utilize their crown templates as powerful marketing tools. It discusses consumer psychology, brand loyalty, and promotional strategies. Case studies highlight successful campaigns and offer tips for businesses looking to incorporate similar tactics.
- 5. The History and Evolution of the Burger King Crown Exploring the origins and transformations of the Burger King crown over the decades, this book provides a nostalgic journey through branding history. It includes rare photographs, interviews with designers, and insights into cultural impact. Fans of fast food history will find this book both informative and entertaining.
- 6. Creative Party Themes: Incorporating Burger King Crowns
  Focused on event planning, this book offers innovative ideas for using Burger
  King crown templates in themed parties and celebrations. It covers
  decorations, games, and food presentation ideas that revolve around the
  iconic crown. A valuable resource for party planners seeking to add a unique
  twist to their events.
- 7. Printable Burger King Crown Templates for Every Occasion
  A collection of downloadable and printable Burger King crown templates
  suitable for birthdays, school events, and promotional activities. The book
  provides tips on printing, customizing, and assembling crowns with various
  materials. It is ideal for educators, parents, and community organizers.
- 8. Marketing Memorabilia: The Significance of Burger King Crowns
  This book examines the collectible nature of Burger King crowns and other
  promotional items. It discusses their value in marketing memorabilia markets
  and how they reflect consumer trends. Collectors and marketing professionals
  will appreciate the detailed analysis and historical context provided.
- 9. Interactive Crafts with Burger King Crowns
  A creative workbook filled with interactive craft projects centered around
  Burger King crown templates. It encourages hands-on activities such as
  decorating, folding, and designing crowns using various art supplies.
  Suitable for classrooms, camps, or family fun, this book inspires creativity
  and brand engagement.

#### **Burger King Crown Template**

Find other PDF articles:

 $\underline{https://a.comtex-nj.com/wwu5/files?docid=oge22-7343\&title=dna-structure-and-replication-workshe\_et-answers-pdf.pdf}$ 

## Burger King Crown Template: Design Your Own Royal Marketing Materials

Want to create eye-catching, brand-compliant Burger King marketing materials but don't know where to start? Tired of struggling with inconsistent branding and wasting time on designs that don't quite hit the mark? Creating professional-looking marketing assets can be a real challenge, especially when dealing with established brand guidelines. Lack of access to official templates often leads to inconsistent messaging and potentially legal issues. Furthermore, finding reliable, free, or affordable resources for creating high-quality Burger King-themed designs can be incredibly frustrating. This ebook provides the solution.

This comprehensive guide, "The Burger King Crown Template Masterclass," will empower you to confidently design your own Burger King-themed materials. Inside, you'll find everything you need to create professional, consistent, and legally sound marketing pieces.

#### Contents:

Introduction: Understanding Burger King's Brand Identity and Guidelines

Chapter 1: Deconstructing the Burger King Crown: Analyzing its elements and significance

Chapter 2: Creating Your Own Crown Template: Step-by-step tutorials using various design software (Adobe Illustrator, Canva, etc.)

Chapter 3: Adapting the Crown for Different Marketing Materials: Examples for social media posts, flyers, website banners, and more.

Chapter 4: Integrating Brand Colors, Fonts, and Imagery: Maintaining consistency and brand compliance

Chapter 5: Legal Considerations and Best Practices: Avoiding copyright infringement and maintaining brand integrity

Chapter 6: Advanced Techniques: Adding unique elements, incorporating special promotions, and creating interactive designs.

Conclusion: Maintaining brand consistency and future design possibilities

---

# The Burger King Crown Template Masterclass: A Comprehensive Guide

# Introduction: Understanding Burger King's Brand Identity and Guidelines

Burger King's brand identity is instantly recognizable. The flame-broiled taste, the bold colors, and particularly, the iconic crown are key components of their powerful visual language. Before you start designing, understanding these core elements is crucial. This involves more than just aesthetics; it's about understanding the feeling Burger King evokes: rebellious, bold, and undeniably delicious. This introductory chapter will delve into the history of the crown logo, its evolution, and its place within

the broader brand strategy. We'll also explore the official Burger King brand guidelines (where available) to ensure your designs are compliant and avoid any legal issues. This section will provide links to official resources (if publicly available) and offer advice on navigating unofficial sources. Proper research is the first step to successful brand alignment.

# Chapter 1: Deconstructing the Burger King Crown: Analyzing its Elements and Significance

The Burger King crown isn't just a pretty picture; it's a powerful symbol laden with meaning. This chapter will meticulously dissect the crown's design elements. We will analyze its shape, proportions, and the subtle details that contribute to its overall impact. We will explore the color palette used – its variations and the psychology behind its choices. This in-depth analysis is crucial for recreating the crown accurately and understanding how to incorporate it effectively into your designs. We will explore the historical context of the crown and its evolution, providing insights into why this particular design is so effective and memorable. Understanding these nuances ensures your recreations maintain the brand's integrity and avoid appearing as cheap imitations.

### Chapter 2: Creating Your Own Crown Template: Stepby-Step Tutorials Using Various Design Software

This is the hands-on section. We'll provide comprehensive, step-by-step tutorials for creating a Burger King crown template in popular design software. The instructions will cater to different skill levels, from beginners to experienced designers. We'll cover using vector graphics software like Adobe Illustrator, providing detailed instructions on creating scalable vectors, ensuring your template can be resized without losing quality. We will also offer a tutorial using Canva, a user-friendly platform ideal for those less familiar with professional design tools. These tutorials will include screenshots and clear explanations, guiding you through each stage of the process, from creating the basic shape to adding intricate details and ensuring accurate color matching. We'll also discuss file formats and best practices for saving and exporting your template for optimal use across various platforms.

# Chapter 3: Adapting the Crown for Different Marketing Materials: Examples for Social Media Posts, Flyers, Website Banners, and More.

This chapter demonstrates the versatility of your newly created template. We'll showcase various applications for the Burger King crown across different marketing materials. We'll provide examples of how to incorporate the crown into social media posts (Instagram, Facebook, Twitter), designing eye-catching graphics for organic content and paid advertising. We'll demonstrate how to adapt the

crown for print materials like flyers and posters, considering print resolution and color profiles. We'll show how it can be seamlessly integrated into website banners, improving user engagement and reinforcing brand recognition. By providing practical examples, this chapter empowers you to adapt the template for a variety of marketing scenarios, ultimately maximizing your design's impact.

# Chapter 4: Integrating Brand Colors, Fonts, and Imagery: Maintaining Consistency and Brand Compliance

Maintaining brand consistency is paramount. This chapter focuses on the correct use of Burger King's official color palette, typography, and imagery. We will provide color codes and font specifications to ensure accurate reproduction. We'll also discuss the types of images and photography styles commonly associated with the brand and how to incorporate them effectively. We'll touch upon the importance of using high-resolution images and the impact of image quality on overall design perception. By adhering to these guidelines, your designs will maintain a professional look and avoid inconsistencies that can damage brand reputation.

### Chapter 5: Legal Considerations and Best Practices: Avoiding Copyright Infringement and Maintaining Brand Integrity

This critical chapter addresses the legal aspects of using the Burger King brand. While this ebook teaches you to create your own templates, it's crucial to understand copyright and trademark laws. We will provide guidance on how to use the crown template ethically and legally, avoiding any potential infringement. We'll discuss the importance of obtaining permission for commercial use and outline best practices to prevent legal complications. This section will offer advice on navigating potential grey areas and provide resources for further legal consultation if needed.

# Chapter 6: Advanced Techniques: Adding Unique Elements, Incorporating Special Promotions, and Creating Interactive Designs.

This chapter delves into more advanced techniques for using the crown template. We will explore creative ways to personalize the design, incorporating unique elements while maintaining brand consistency. We'll offer tutorials on adding text, integrating special promotional offers, and designing interactive elements. This could include creating animated GIFs for social media or incorporating QR codes for contests or discounts. We'll also discuss techniques for layering

elements, adding textures, and achieving visual depth, enabling you to create sophisticated designs.

## Conclusion: Maintaining Brand Consistency and Future Design Possibilities

The final chapter emphasizes the ongoing importance of maintaining brand consistency. We'll recap the key takeaways and encourage you to continue learning and experimenting. We'll offer suggestions for expanding your design capabilities and exploring new ways to incorporate the Burger King crown into your future marketing materials. We'll also provide resources for further learning and development, enabling you to continue refining your skills and creating increasingly effective designs.

---

### **FAQs**

- 1. Can I use this template for commercial purposes? The template provides a framework; you are responsible for ensuring its legal use. Commercial use requires careful consideration of copyright and trademark laws.
- 2. What design software do I need? The ebook covers Adobe Illustrator and Canva, but you can adapt the principles to other software.
- 3. Is this template exactly the same as the official Burger King crown? No, it's a recreation designed for educational and personal use. Official templates are not publicly available.
- 4. How can I ensure color accuracy? Use the provided color codes and calibrate your monitor for accurate representation.
- 5. What if I need help with a specific aspect of the design? Consult design forums or seek professional assistance.
- 6. Can I sell designs created using this template? Only if you're confident in your understanding of copyright law and ensure you're not infringing on Burger King's trademarks.
- 7. What file formats are best for saving the template? Vector formats (AI, SVG) for scalability and raster formats (PNG, JPG) for web and print.
- 8. Are there any limitations to the uses of this template? Avoid misrepresenting yourself as affiliated with Burger King. Always maintain proper brand attribution.
- 9. Where can I find more information about Burger King's branding guidelines? Official guidelines

are often kept internal; this ebook provides sufficient information for safe and appropriate usage.

\_\_\_

#### **Related Articles:**

- 1. Burger King Brand Guidelines Deep Dive: A comprehensive analysis of Burger King's visual identity and brand voice.
- 2. Creating Effective Social Media Graphics for Fast Food Brands: Strategies for designing compelling visuals for social media platforms.
- 3. The Psychology of Color in Fast Food Branding: How color impacts consumer perception and brand associations.
- 4. Free Resources for Designing Marketing Materials: A curated list of free tools and templates for marketing material design.
- 5. Avoiding Copyright Infringement in Brand-Inspired Designs: A guide to understanding copyright law and avoiding legal issues.
- 6. Vector Graphics for Beginners: A tutorial on using vector graphics software like Adobe Illustrator.
- 7. Canva for Beginners: A Complete Guide: A step-by-step guide to using Canva for graphic design.
- 8. Mastering Brand Consistency in Marketing: Strategies for maintaining consistent branding across different platforms.
- 9. Effective Use of Typography in Marketing Materials: How typography can enhance your marketing messages.

burger king crown template: Bright We Burn Kiersten White, 2018-07-10 The tumultuous, edge-of-your-seat conclusion to the New York Times bestselling AND I DARKEN series--the epic saga that reads like Game of Thrones . . . if it were set in the Ottoman Empire. Who will live? Who will die? And who will rule triumphant? Haunted by the sacrifices he made in Constantinople, Radu is called back to the new capital. Mehmed is building an empire, becoming the sultan his people need. But Mehmed has a secret: as emperor, he is more powerful than ever . . . and desperately lonely. Does this mean Radu can finally have more with Mehmed . . . and would he even want it? Lada's rule of absolute justice has created a Wallachia free of crime. But Lada won't rest until everyone knows that her country's borders are inviolable. Determined to send a message of defiance, she has the bodies of Mehmed's peace envoy delivered to him, leaving Radu and Mehmed with no choice. If Lada is allowed to continue, only death will prosper. They must go to war against the girl prince. But Mehmed knows that he loves her. He understands her. She must lose to him so he can keep her safe. Radu alone fears that they are underestimating his sister's indomitable will. Only by destroying everything that came before--including her relationships--can Lada truly build the country she wants. Claim the throne. Demand the crown. Rule the world. Rich . . . A worthy end to a powerful saga.

--Booklist Exciting, complex, and faithful to the feelings that drive human beings in love and conflict. . . . Highly recommended. --SLJ An intense, engrossing read. --Kirkus PRAISE FOR NOW I RISE: Gorgeous, rich, and rewarding. --Booklist, Starred Review Absolutely devastating in the best way. --Kirkus Reviews, Starred Review A+, 5 knives. --Amie Kaufman, New York Times bestselling coauthor of the STARBOUND and ILLUMINAE FILES trilogies Fierce, epic, and crazy fun. --Melissa Albert, New York Times bestselling author of The Hazel Wood PRAISE FOR AND I DARKEN: A dark jewel of a story, one that gleams with fierce, cunning characters--absolutely riveting. --Alexandra Bracken, #1 New York Times bestselling author of Passenger A dark, gritty, and seriously badass epic that will have you dying for more . . . required reading for every feminist fantasy fan. --BuzzFeed Evocative . . . this book takes no prisoners. --NPR

burger king crown template: Outlook, 1989

**burger king crown template:** <u>Fast Food Nation</u> Eric Schlosser, 2012 An exploration of the fast food industry in the United States, from its roots to its long-term consequences.

**burger king crown template:** <u>Signs and Symbols</u> Adrian Frutiger, 1998 Discusses the elements of a sign, and looks at pictograms, alphabets, calligraphy, monograms, text type, numerical signs, symbols, and trademarks.

burger king crown template: Genetic Resources and Seed Enterprises Hari Har Ram, Rakesh Yadava, 2007-01-15 The Book entitled Genetic Resources and Seed Enterprises: Management and Policies addresses the three core issues vital to modern crop improvement. The first part is related to collection, characterization, conservation and evaluation of plant genetic resources with focus on biotechnology interventions. The second part analyses in depth the principles of seed technology along with focus on seed industry which is expanding fast under private sector. The third part deals with international agreements and national legislations related to biodiversity conservation, seed policies and intellectual property rights. The book shall be very handy to undergraduates and post graduate students across a wide spectrum of disciplines in agricultural universities and professionals dealing with plant genetic resources, seed and policy framework.

**burger king crown template: Corporate Diplomacy** Ulrich Steger, 2003-08-01 Based on a wealth of empirical studies and case studies, this book explains the strategic choices companies have to make in order to remain consistent. In each chapter, real-life examples illuminate the key message managers should take away from the book. It offers a purely managerial viewpoint focused on what managers can do to manage the business environment in any situation.

**burger king crown template: The Language of Advertising** Angela Goddard, 2002 Drawing on literary and linguistic theory for analysis of texts, this book covers all aspects of advertising language, from the interrelation of language, image and layout to the discourse between 'reader' and advertisement.

**burger king crown template:** *The Pastor's Justification* Jared C. Wilson, 2013 Neither a how-to manual nor an academic treatise on pastoral ministry, this book of biblical exposition, pastoral confession, and gospel exultation directs pastors to their only justification: the finished work of Christ.

**burger king crown template: No Logo** Naomi Klein, 2000-01-15 What corporations fear most are consumers who ask questions. Naomi Klein offers us the arguments with which to take on the superbrands. Billy Bragg from the bookjacket.

burger king crown template: Ecosystems and Human Well-being Joseph Alcamo, Millennium Ecosystem Assessment (Program), 2003 Ecosystems and Human Well-Being is the first product of the Millennium Ecosystem Assessment, a four-year international work program designed to meet the needs of decisionmakers for scientific information on the links between ecosystem change and human well-being. The book offers an overview of the project, describing the conceptual framework that is being used, defining its scope, and providing a baseline of understanding that all participants need to move forward. The Millennium Assessment focuses on how humans have altered ecosystems, and how changes in ecosystem services have affected human well-being, how ecosystem changes

may affect people in future decades, and what types of responses can be adopted at local, national, or global scales to improve ecosystem management and thereby contribute to human well-being and poverty alleviation. The program was launched by United National Secretary-General Kofi Annan in June 2001, and the primary assessment reports will be released by Island Press in 2005. Leading scientists from more than 100 nations are conducting the assessment, which can aid countries, regions, or companies by: providing a clear, scientific picture of the current sta

burger king crown template: Balanced Scorecard Step-by-Step Paul R. Niven, 2002-10-15 This book explains how an organization can measure and manage performance with the Balanced Scorecard methodology. It provides extensive background on performance management and the Balanced Scorecard, and focuses on guiding a team through the step-by-step development and ongoing implementation of a Balanced Scorecard system. Corporations, public sector agencies, and not for profit organizations have all reaped success from the Balanced Scorecard. This book supplies detailed implementation advice that is readily applied to any and all of these organization types. Additionally, it will benefit organizations at any stage of Balanced Scorecard development. Regardless of whether you are just contemplating a Balanced Scorecard, require assistance in linking their current Scorecard to management processes, or need a review of their past measurement efforts, Balanced Scorecard Step by Step provides detailed advice and proven solutions.

burger king crown template: Ask a Manager Alison Green, 2018-05-01 From the creator of the popular website Ask a Manager and New York's work-advice columnist comes a witty, practical guide to 200 difficult professional conversations—featuring all-new advice! There's a reason Alison Green has been called "the Dear Abby of the work world." Ten years as a workplace-advice columnist have taught her that people avoid awkward conversations in the office because they simply don't know what to say. Thankfully, Green does—and in this incredibly helpful book, she tackles the tough discussions you may need to have during your career. You'll learn what to say when • coworkers push their work on you—then take credit for it • you accidentally trash-talk someone in an email then hit "reply all" • you're being micromanaged—or not being managed at all • you catch a colleague in a lie • your boss seems unhappy with your work • your cubemate's loud speakerphone is making you homicidal • you got drunk at the holiday party Praise for Ask a Manager "A must-read for anyone who works . . . [Alison Green's] advice boils down to the idea that you should be professional (even when others are not) and that communicating in a straightforward manner with candor and kindness will get you far, no matter where you work."-Booklist (starred review) "The author's friendly, warm, no-nonsense writing is a pleasure to read, and her advice can be widely applied to relationships in all areas of readers' lives. Ideal for anyone new to the job market or new to management, or anyone hoping to improve their work experience."—Library Journal (starred review) "I am a huge fan of Alison Green's Ask a Manager column. This book is even better. It teaches us how to deal with many of the most vexing big and little problems in our workplaces—and to do so with grace, confidence, and a sense of humor."—Robert Sutton, Stanford professor and author of The No Asshole Rule and The Asshole Survival Guide "Ask a Manager is the ultimate playbook for navigating the traditional workforce in a diplomatic but firm way."—Erin Lowry, author of Broke Millennial: Stop Scraping By and Get Your Financial Life Together

burger king crown template: The Financial Crisis Inquiry Report Financial Crisis Inquiry Commission, 2011-05-01 The Financial Crisis Inquiry Report, published by the U.S. Government and the Financial Crisis Inquiry Commission in early 2011, is the official government report on the United States financial collapse and the review of major financial institutions that bankrupted and failed, or would have without help from the government. The commission and the report were implemented after Congress passed an act in 2009 to review and prevent fraudulent activity. The report details, among other things, the periods before, during, and after the crisis, what led up to it, and analyses of subprime mortgage lending, credit expansion and banking policies, the collapse of companies like Fannie Mae and Freddie Mac, and the federal bailouts of Lehman and AIG. It also discusses the aftermath of the fallout and our current state. This report should be of interest to

anyone concerned about the financial situation in the U.S. and around the world.THE FINANCIAL CRISIS INQUIRY COMMISSION is an independent, bi-partisan, government-appointed panel of 10 people that was created to examine the causes, domestic and global, of the current financial and economic crisis in the United States. It was established as part of the Fraud Enforcement and Recovery Act of 2009. The commission consisted of private citizens with expertise in economics and finance, banking, housing, market regulation, and consumer protection. They examined and reported on the collapse of major financial institutions that failed or would have failed if not for exceptional assistance from the government.News Dissector DANNY SCHECHTER is a journalist, blogger and filmmaker. He has been reporting on economic crises since the 1980's when he was with ABC News. His film In Debt We Trust warned of the economic meltdown in 2006. He has since written three books on the subject including Plunder: Investigating Our Economic Calamity (Cosimo Books, 2008), and The Crime Of Our Time: Why Wall Street Is Not Too Big to Jail (Disinfo Books, 2011), a companion to his latest film Plunder The Crime Of Our Time. He can be reached online at www.newsdissector.com.

**burger king crown template:** *Treat Ideas Like Cats* Zachary Petit, 2016-11-04 Make them follow you! That's the secret to creativity, according to Ray Bradbury. And to Steinbeck, ideas were like rabbits: quick to multiply. Everyone has their own idea as to how creativity works; inside, you'll find these ideas do quickly multiply, as dozens of writers, designers, and artists provide their own insight and advice on the creative process. Now it's your turn to take the lead and let creative inspiration follow you everywhere with Treat Ideas Like Cats.

**burger king crown template:** *Santa Mouse* Michael Brown, 2021-10-05 Originally published by Grosset & Dunlap--Copyright page.

burger king crown template: Good Economics for Hard Times Abhijit V. Banerjee, Esther Duflo, 2019-11-12 The winners of the Nobel Prize show how economics, when done right, can help us solve the thorniest social and political problems of our day. Figuring out how to deal with today's critical economic problems is perhaps the great challenge of our time. Much greater than space travel or perhaps even the next revolutionary medical breakthrough, what is at stake is the whole idea of the good life as we have known it. Immigration and inequality, globalization and technological disruption, slowing growth and accelerating climate change--these are sources of great anxiety across the world, from New Delhi and Dakar to Paris and Washington, DC. The resources to address these challenges are there--what we lack are ideas that will help us jump the wall of disagreement and distrust that divides us. If we succeed, history will remember our era with gratitude; if we fail, the potential losses are incalculable. In this revolutionary book, renowned MIT economists Abhijit V. Banerjee and Esther Duflo take on this challenge, building on cutting-edge research in economics explained with lucidity and grace. Original, provocative, and urgent, Good Economics for Hard Times makes a persuasive case for an intelligent interventionism and a society built on compassion and respect. It is an extraordinary achievement, one that shines a light to help us appreciate and understand our precariously balanced world.

burger king crown template: Scaling Up Excellence Robert I. Sutton, Huggy Rao, 2014-02-04 Wall Street Journal Bestseller The pick of 2014's management books. –Andrew Hill, Financial Times One of the top business books of the year. –Harvey Schacter, The Globe and Mail Bestselling author, Robert Sutton and Stanford colleague, Huggy Rao tackle a challenge that determines every organization's success: how to scale up farther, faster, and more effectively as an organization grows. Sutton and Rao have devoted much of the last decade to uncovering what it takes to build and uncover pockets of exemplary performance, to help spread them, and to keep recharging organizations with ever better work practices. Drawing on inside accounts and case studies and academic research from a wealth of industries-- including start-ups, pharmaceuticals, airlines, retail, financial services, high-tech, education, non-profits, government, and healthcare-- Sutton and Rao identify the key scaling challenges that confront every organization. They tackle the difficult trade-offs that organizations must make between whether to encourage individualized approaches tailored to local needs or to replicate the same practices and customs as an organization

or program expands. They reveal how the best leaders and teams develop, spread, and instill the right mindsets in their people-- rather than ruining or watering down the very things that have fueled successful growth in the past. They unpack the principles that help to cascade excellence throughout an organization, as well as show how to eliminate destructive beliefs and behaviors that will hold them back. Scaling Up Excellence is the first major business book devoted to this universal and vexing challenge and it is destined to become the standard bearer in the field.

burger king crown template: Landscape Ecology in Theory and Practice Monica G. Turner, Robert H. Gardner, Robert V. O'Neill, 2007-05-08 An ideal text for students taking a course in landscape ecology. The book has been written by very well-known practitioners and pioneers in the new field of ecological analysis. Landscape ecology has emerged during the past two decades as a new and exciting level of ecological study. Environmental problems such as global climate change, land use change, habitat fragmentation and loss of biodiversity have required ecologists to expand their traditional spatial and temporal scales and the widespread availability of remote imagery, geographic information systems, and desk top computing has permitted the development of spatially explicit analyses. In this new text book this new field of landscape ecology is given the first fully integrated treatment suitable for the student. Throughout, the theoretical developments, modeling approaches and results, and empirical data are merged together, so as not to introduce barriers to the synthesis of the various approaches that constitute an effective ecological synthesis. The book also emphasizes selected topic areas in which landscape ecology has made the most contributions to our understanding of ecological processes, as well as identifying areas where its contributions have been limited. Each chapter features questions for discussion as well as recommended reading.

burger king crown template: Salt Sugar Fat Michael Moss, 2013-02-26 From a Pulitzer Prize-winning investigative reporter at The New York Times comes the troubling story of the rise of the processed food industry -- and how it used salt, sugar, and fat to addict us. Salt Sugar Fat is a journey into the highly secretive world of the processed food giants, and the story of how they have deployed these three essential ingredients, over the past five decades, to dominate the North American diet. This is an eye-opening book that demonstrates how the makers of these foods have chosen, time and again, to double down on their efforts to increase consumption and profits, gambling that consumers and regulators would never figure them out. With meticulous original reporting, access to confidential files and memos, and numerous sources from deep inside the industry, it shows how these companies have pushed ahead, despite their own misgivings (never aired publicly). Salt Sugar Fat is the story of how we got here, and it will hold the food giants accountable for the social costs that keep climbing even as some of the industry's own say, Enough already.

burger king crown template: Contact High Vikki Tobak, 2018-10-16 ONE OF AMAZON'S BEST ART & PHOTOGRAPHY BOOKS OF 2018 AN NPR AND PITCHFORK BEST MUSIC BOOK OF 2018 PICK ONE OF TIME'S 25 BEST PHOTOBOOKS OF 2018 NEW YORK TIMES, ASSOCIATED PRESS, WALLSTREET JOURNAL, ROLLING STONE, AND CHICAGO SUN HOLIDAY GIFT GUIDE PICK The perfect gift for music and photography fans, an inside look at the work of hip-hop photographers told through their most intimate diaries—their contact sheets. Featuring rare outtakes from over 100 photoshoots alongside interviews and essays from industry legends, Contact High: A Visual History of Hip-Hop takes readers on a chronological journey from old-school to alternative hip-hop and from analog to digital photography. The ultimate companion for music and photography enthusiasts, Contact High is the definitive history of hip-hop's early days, celebrating the artists that shaped the iconic album covers, t-shirts and posters beloved by hip-hop fans today. With essays from BILL ADLER, RHEA L. COMBS, FAB 5 FREDDY, MICHAEL GONZALES, YOUNG GURU, DJ PREMIER, and RZA

burger king crown template: African Textiles and Decorative Arts Roy Sieber, 1972 burger king crown template: The Historical Archaeology of Virginia from Initial Settlement to the Present Clarence R. Geier, 2017-02-10 The book includes six chapters that cover Virginia history from initial settlement through the 20th century plus one that deals with the

important role of underwater archaeology. Written by prominent archaeologists with research experience in their respective topic areas, the chapters consider important issues of Virginia history and consider how the discipline of historic archaeology has addressed them and needs to address them . Changes in research strategy over time are discussed , and recommendations are made concerning the need to recognize the diverse and often differing roles and impacts that characterized the different regions of Virginia over the course of its historic past. Significant issues in Virginia history needing greater study are identified.

burger king crown template: The Heroes of Olympus, Book Three: The Mark of Athena Rick Riordan, 2012-10-02 In The Son of Neptune, Percy, Hazel, and Frank met in Camp Jupiter, the Roman equivalent of Camp Halfblood, and traveled to the land beyond the gods to complete a dangerous quest. The third book in the Heroes of Olympus series will unite them with Jason, Piper, and Leo. But they number only six--who will complete the Prophecy of Seven? The Greek and Roman demigods will have to cooperate in order to defeat the giants released by the Earth Mother, Gaea. Then they will have to sail together to the ancient land to find the Doors of Death. What exactly are the Doors of Death? Much of the prophecy remains a mystery. . . . With old friends and new friends joining forces, a marvelous ship, fearsome foes, and an exotic setting, The Mark of Athena promises to be another unforgettable adventure by master storyteller Rick Riordan.

**burger king crown template:** An Introduction to Language and Linguistics Ralph Fasold, Jeffrey Connor-Linton, 2006-03-09 This accessible textbook offers balanced and uniformly excellent coverage of modern linguistics.

burger king crown template: Brand Admiration C. Whan Park, Deborah J. MacInnis, Andreas B. Eisingerich, 2016-09-16 Brand Admiration uses deep research on consumer psychology, marketing, consumer engagement and communication to develop a powerful, integrated perspective and innovative approach to brand management. Using numerous real-world examples and backed by research from top notch academics, this book describes how companies can turn a product, service, corporate, person or place brand into one that customers love, trust and respect; in short, how to make a brand admired. The result? Greater brand loyalty, stronger brand advocacy, and higher brand equity. Admired brands grow more revenue in a more efficient way over a longer period of time and with more opportunities for growth. The real power of Brand Admiration is that it provides concrete, actionable guidance on how brand managers can make customers (and employees) admire a brand. Admired brands don't just do the job; they offer exactly what customers need (enabling benefits), in way that's pleasing, fun, interesting, and emotionally involving (enticing benefits), while making people feel good about themselves (enriching benefits). Providing these benefits, called 3 Es, is foundational to building, strengthening and leveraging brand admiration. In addition, the authors articulate a common-sense and action based measure of brand equity, and they develop dashboard metrics to diagnose if there are any 'canaries in the coal mine', and if so, what to do next. In short, Brand Admiration provides a coherent, cohesive approach to helping the brand stand the test of time. A well-designed, well-managed brand becomes a part of the public consciousness, and ultimately, a part of the culture. This trajectory is the fruit of decisions made from an integrated strategic standpoint. This book shows you how to shift the process for your brand, with practical guidance and an analytical approach.

**burger king crown template: Fast Food** John A. Jakle, Keith A. Sculle, 2002 The authors contemplate the origins, architecture and commercial growth of wayside eateries in the US over the past 100 years. Fast Food examines the impact of the automobile on the restaurant business and offers an account of roadside dining.

burger king crown template: The Fearless Organization Amy C. Edmondson, 2018-11-14 Conquer the most essential adaptation to the knowledge economy The Fearless Organization: Creating Psychological Safety in the Workplace for Learning, Innovation, and Growth offers practical guidance for teams and organizations who are serious about success in the modern economy. With so much riding on innovation, creativity, and spark, it is essential to attract and retain quality talent—but what good does this talent do if no one is able to speak their mind? The traditional

culture of fitting in and going along spells doom in the knowledge economy. Success requires a continuous influx of new ideas, new challenges, and critical thought, and the interpersonal climate must not suppress, silence, ridicule or intimidate. Not every idea is good, and yes there are stupid questions, and yes dissent can slow things down, but talking through these things is an essential part of the creative process. People must be allowed to voice half-finished thoughts, ask questions from left field, and brainstorm out loud; it creates a culture in which a minor flub or momentary lapse is no big deal, and where actual mistakes are owned and corrected, and where the next left-field idea could be the next big thing. This book explores this culture of psychological safety, and provides a blueprint for bringing it to life. The road is sometimes bumpy, but succinct and informative scenario-based explanations provide a clear path forward to constant learning and healthy innovation. Explore the link between psychological safety and high performance Create a culture where it's "safe" to express ideas, ask questions, and admit mistakes Nurture the level of engagement and candor required in today's knowledge economy Follow a step-by-step framework for establishing psychological safety in your team or organization Shed the yes-men approach and step into real performance. Fertilize creativity, clarify goals, achieve accountability, redefine leadership, and much more. The Fearless Organization helps you bring about this most critical transformation.

burger king crown template: The Wine Bible Karen MacNeil, 2015-10-13 No one can describe a wine like Karen MacNeil. Comprehensive, entertaining, authoritative, and endlessly interesting, The Wine Bible is a lively course from an expert teacher, grounding the reader deeply in the fundamentals—vine-yards and varietals, climate and terroir, the nine attributes of a wine's greatness—while layering on tips, informative asides, anecdotes, definitions, photographs, maps, labels, and recommended bottles. Discover how to taste with focus and build a wine-tasting memory. The reason behind Champagne's bubbles. Italy, the place the ancient Greeks called the land of wine. An oak barrel's effect on flavor. Sherry, the world's most misunderstood and underappreciated wine. How to match wine with food—and mood. Plus everything else you need to know to buy, store, serve, and enjoy the world's most captivating beverage.

burger king crown template: The Heritage of Arung Palakka Leonard Y. Andaya, 2014-10-22 With the entrance of the European Union into the field of International Investment Law and Arbitration, a new specialist field of law, namely 'European Investment Law and Arbitration' is in the making. This new field of law draws on EU Law, Public International Law, International Investment Law, International Arbitration Law and Practice and International Economic Law, while others fields of law such as Energy Law are also relevant. The European Investment Law and Arbitration Review is the first law periodical specifically dedicated to the field of 'European Investment Law and Arbitration'. The timing could not be better. The first EU integrated investment treaties with Canada (CETA), US (TTIP) and Singapore (EU-SING) are either negotiated or about to be signed and ratified by the EU and its Member States. These are "integrated" investment treaties in that they combine free trade agreement provisions with international investment agreement norms. Moreover, the Court of Justice of the EU (CJEU) is about to deliver its first judgments and Opinions directly relating to intra-EU BITs and the EU-SING FTA. More generally, the public debate and discussions within academic and practitioner circles about the pros and cons of investor-state dispute settlement (ISDS) and investment treaties in general is intensifying almost on a daily basis. The Review will cover all these issues, but also goes beyond that by offering space for more innovative approaches and themes.

burger king crown template: Global Re-introduction Perspectives Pritpal S. Soorae, 2010 This is the second issue in the Global Re-introduction Perspectives series and has been produced in the same standardized format as the previous one. The case-studies are arranged in the following order: Introduction, Goals, Success Indicators, Project Summary, Major Difficulties Faced, Major Lessons Learned, Success of Project with reasons for success or failure. For this second issue we received a total of 72 case-studies compared to 62 in the last issue. These case studies cover the following taxa as follows: invertebrates (9), fish (6), amphibians (5), reptiles (7), birds (13), mammals (20) and

plants (12) ... We hope the information presented in this book will provide a broad global perspective on challenges facing re-introduction projects trying to restore biodiversity.--Pritpal S. Soorae.

**burger king crown template: Critical Thinking** Gregory Bassham, 2008 Through the use of humour, fun exercises, and a plethora of innovative and interesting selections from writers such as Dave Barry, Al Franken, J.R.R. Tolkien, as well as from the film 'The Matrix', this text hones students' critical thinking skills.

burger king crown template: Grit to Great Linda Kaplan Thaler, Robin Koval, 2015-09-08 It is not native intelligence or natural talent that makes people excel, it's old-fashioned hard work, sweat equity, and determination. In Grit to Great, Linda Kaplan Thaler and Robin Koval tackle a topic that is close to their hearts, one that they feel is the real secret to their own success in their careers--and in the careers of so many people they know and have met. And that is the incredible power of grit, perseverance, perspiration, determination, and sheer stick-to-it-tiveness. We are all dazzled by the notion that there are some people who get ahead, who reach the corner office because they are simply gifted, or well-connected, or both. But research shows that we far overvalue talent and intellectual ability in our culture. The fact is, so many people get ahead--even the gifted ones--because they worked incredibly hard, put in the thousands of hours of practice and extra sweat equity, and made their own luck. And Linda and Robin should know--they are two girls from the Bronx who had no special advantages or privileges and rose up through their own hard work and relentless drive to succeed to the top of their highly competitive profession. In a book illustrated with a cornucopia of stories and the latest research on success, the authors reveal the strategies that helped them, and countless others, succeed at the highest levels in their careers and professions, and in their personal lives. They talk about the guts--the courage--necessary to take on tough challenges and not give up at the first sign of difficulty. They discuss the essential quality of resiliency. Everyone suffers setbacks in their careers and in life. The key, however, is to pick yourself up and bounce back. Drawing on the latest research in positive psychology, they discuss why optimists do better in school, work, and on the playing field--and how to reset that optimistic set point. They talk about industriousness, the notion that Malcolm Gladwell popularized with the 10,000-hour rule in his book Outliers. Creativity theorist Mihaly Csikszentmihalyi believes it takes a minimum of 10 years for one's true creative potential to be realized. And the authors explore the concept of tenacity--the quality that allows us to remain focused and avoid distraction in order to get the job done--an increasingly difficult task in today's fragmented, cluttered, high-tech, connected world. Written in the same short, concise format as The Power of Nice and leavened with the natural humor that characterizes Linda's and Robin's lives--and books--Grit to Great is destined to be the book everyone in business needs.

burger king crown template: Mapping Cyberspace Martin Dodge, Rob Kitchin, 2003-09-02 Mapping Cyberspace is a ground-breaking geographic exploration and critical reading of cyberspace, and information and communication technologies. The book: \* provides an understanding of what cyberspace looks like and the social interactions that occur there \* explores the impacts of cyberspace, and information and communication technologies, on cultural, political and economic relations \* charts the spatial forms of virutal spaces \* details empirical research and examines a wide variety of maps and spatialisations of cyberspace and the information society \* has a related website at http://www.MappingCyberspace.com. This book will be a valuable addition to the growing body of literature on cyberspace and what it means for the future.

**burger king crown template:** Invisible Ink Brian McDonald, 2017-01-12 Invisible Ink is a helpful, accessible guide to the essential elements of the best storytelling by award-winning writer/director/producer Brian McDonald. Readers learn techniques for building a compelling story around a theme, engaging audiences with writing, creating appealing characters, and much more.

**burger king crown template: The Essential Guide to Freelance Writing** Zachary Petit, 2015-11-16 Prime Your Freelance Writing Career for Success! So you want to be a freelance writer. Great! But now you're faced with a laundry list of questions: Should I freelance full time or part time? Should I write for magazines, newspapers, or online markets? How do I dream up the perfect

article idea, and how do I pitch it successfully? How do I negotiate contracts, foster relationships with editors, and start getting steady work while avoiding financial panic attacks and unpleasant ulcers? The Essential Guide to Freelance Writing answers all of these questions--and much more. From breaking in to navigating the basics of the business, this book is your road map to a fruitful and rewarding freelance life. You'll learn how to: • Dig into various markets, including consumer magazines, trade journals, newspapers, and online venues. • Make your digital mark and build your writing platform. • Pitch like a pro and craft solid query letters that get responses. • Conduct professional interviews in person, by phone, or by e-mail. • Write and structure various types of articles, from front-of-the-book pieces to profiles and features. • Quit your lackluster day job, and live the life you've always wanted. Filled with insider secrets, candid advice, and Zachary Petit's trademark humor and blunt honesty, The Essential Guide to Freelance Writing won't just show you how to survive your freelancing writing career--it will teach you how to truly thrive.

**burger king crown template:** *Billboard*, 2005-06-11 In its 114th year, Billboard remains the world's premier weekly music publication and a diverse digital, events, brand, content and data licensing platform. Billboard publishes the most trusted charts and offers unrivaled reporting about the latest music, video, gaming, media, digital and mobile entertainment issues and trends.

burger king crown template: Food Packaging Technology Richard Coles, Derek McDowell, Mark J. Kirwan, 2003-08-15 The protection and preservation of a product, the launch of new products or re-launch of existing products, perception of added-value to products or services, and cost reduction in the supply chain are all objectives of food packaging. Taking into consideration the requirements specific to different products, how can one package successfully meet all of these goals? Food Packaging Technology provides a contemporary overview of food processing and packaging technologies. Covering the wide range of issues you face when developing innovative food packaging, the book includes: Food packaging strategy, design, and development Food biodeterioation and methods of preservation Packaged product quality and shelf life Logistical packaging for food marketing systems Packaging materials and processes The battle rages over which type of container should be used for which application. It is therefore necessary to consider which materials, or combination of materials and processes will best serve the market and enhance brand value. Food Packaging Technology gives you the tools to determine which form of packaging will meet your business goals without compromising the safety of your product.

**burger king crown template:** Organizational Theory, Design, and Change Gareth R. Jones, 2006 This book provides students with a clear, contemporary, and fully Canadian context for understanding Organizational Theory and Change. It explores many facets of Organizational Design, including the challenges presented by emerging new technologies and the global environment. It also addresses the key issues and problems that inform the process of organizational change and transformation, identifying direct and clear managerial implications.

**burger king crown template:** U.S. Business Directory, 1999

burger king crown template: Encyclopedia of Junk Food and Fast Food Andrew F. Smith, 2006-08-30 Eating junk food and fast food is a great all-American passion. American kids and grownups love their candy bars, Big Macs and supersized fries, Doritos, Twinkies, and Good Humor ice cream bars. The disastrous health effects from the enormous appetite for these processed fat-and sugar-loaded foods are well publicized now. This was particularly dramatically evidenced by Super Size Me (2004), filmmaker Morgan Spurlock's 30-day all-McDonald's diet in which his liver suffered the same poisoning as if he had been on an extended alcohol binge. Through increased globalization, American popular food culture is being increasingly emulated elsewhere in the world, such as China, with the potential for similar disastrous consequences. This A-to-Z reference is the first to focus on the junk food and fast food phenomena from a multitude of angles in addition to health and diet concerns. More than 250 essay entries objectively explore the scope of the topics to illuminate the American way through products, corporations and entrepreneurs, social history, popular culture, organizations, issues, politics, commercialism and consumerism, and much more. Interest in these topics is high. This informative and fascinating work, with entries on current

controversies such as mad cow disease and factory farming, the food pyramid, movie tie-ins, and marketing to children, will be highly useful for reports, research, and browsing. It takes readers behind the scenes, examining the significance of such things as uniforms, training, packaging, and franchising. Readers of every age will also enjoy the nostalgia factor, learning about the background of iconic drive-ins, the story behind the mascots, facts about their favorite candy bar, and collectables. Each entry ends with suggested reading. Besides an introduction, a timeline, glossary, bibliography, resource guide, and photos enhance the text. Sample entries: A&W Root Beer; Advertising; Automobiles; Ben & Jerry's; Burger King; Carhops; Center for Science in the Public Interest; Christmas; Cola Wars; Employment; Fair Food; Fast Food Nation; Hershey, Milton; Hollywood; Injury; Krispy Kreme; Lobbying; Nabisco; Obesity; PepsiCo; Salt; Soda Fountain; Teen Hangouts; Vegetarianism; White Castle; Yum! Brands, Inc.

Back to Home: <a href="https://a.comtex-nj.com">https://a.comtex-nj.com</a>