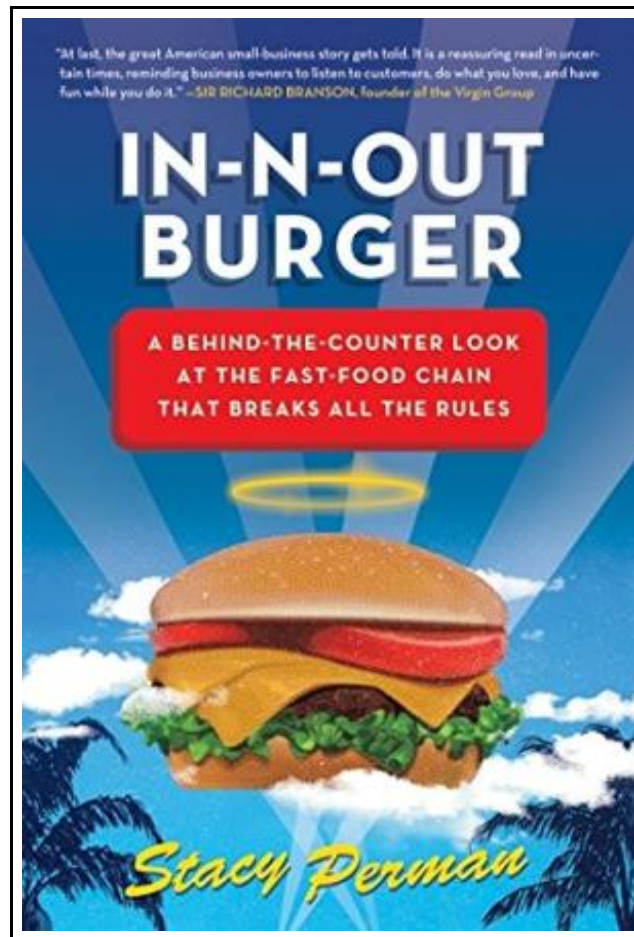


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HarperCollins Publishers Inc, United States, 2009. Hardback. Book Condition: New. 213 x 140 mm. Language: English . Brand New Book. The untold story of the renegade burger chain that evokes a passionate following unlike any otherIn fast-food corporate America, In-N-Out Burger stands apart. Begun in a tiny shack in the shadow of World War II, this family-owned chain has steadfastly refused to franchise or be sold. It is a testament to old-fashioned values and reminiscent of a simpler time when people, loyalty, and a freshly made, juicy hamburger meant something. Over time, In-N-Out Burger has become nothing less than a cultural institution that can lay claim to an insanely loyal following. Perman uses her investigative skills to uncover the story of a real American success story. It is not only a tale of a unique and profitable business that exceeds all expectations, but of a family s struggle to maintain a sustainable pop empire against the industry it helped pioneer, internal tensions, and a bitter lawsuit that threatened to bring the company to the brink. This is a lesson in a counterintuitive approach to doing business that places quality, customers, and employees over the riches promised by rapid expansion. In-N-Out Burger is a keenly observed narrative that explores the evolution of a California fad that transformed into an enduring cult of popularity; it is also the story of the conflicted, secretive, and ultimately tragic Snyder family who cooked a billion burgers and hooked a zillion fans. As the story of In-N-Out Burger unfolds, so too does the cultural history of America as influenced and shaped by car culture and fast food.



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