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Autore	Royle Tony <1957, >
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Nota di contenuto	Book Cover; Half-Title; Title; Copyright; Contents; Figures and tables; 1 Liberalism, collectivism and the multinational corporation; In the ring: liberalism versus collectivism; Regulating employment rights in multinationals; Clarifying some concepts; Research issues and questions; Outline of the book; 2 Welcome to Big Mac; From small acorns...; Enter the salesman; Exporting 'McBurgers'; The problems of international expansion; Structure and organisation in the European market; 3 The corporate paradox; The growth of the franchise; The McDonald's franchise system The financial costs and the application process Outsiders and insiders; 'Traitors within': the McDonald's Operators Association; Imposing uniformity; The distinction between the franchisee and the company restaurant manager; Capital expenditure, marketing and small contracts; Franchisees: working the employees harder?; Appointment, promotion and training; Staffing levels, pay and conditions; The franchise operator: employer or employee?; 4 McDonald's at work; McOrganisation; McWork; Managing control and consent at McDonald's; Managing subjectivity; McCulture; Explaining labour turnover Part-time work Workforce characteristics; Foreign workers; 'Coasters'

and ethnic minorities; Disabled workers; Previous work experience; Recruited acquiescence?; 5 'There's no place like home'; McDonald's and the unions in North America; It's cold outside: McDonald's and unions around the world; Trade unions and collective bargaining in Europe; McDonald's and the European unions; 'Do it your own way': the UK and Ireland; Unions in the centre: Germany, Austria, Belgium and The Netherlands; Unions in the south: France, Spain and Italy Unions in the north: Denmark, Finland, Iceland, Norway and Sweden Explaining low union membership; Management attitudes towards unions; Franchises: the benefits of small operations; Workforce characteristics and workers' attitudes; It's not always high turnover and young workers; Explaining variation in union membership levels; 6 Co-determination?; Understanding 'participation'; 'McParticipation'; Germany; Austria; Denmark; Sweden; France; The Netherlands; Spain; Italy; Re-regulating statutory worker representation; 7 For a few dollars more; McDonald's 'performance' pay system Comparing basic pay Overtime and additional rates for unsociable hours; 'For a fistful of dollars': executive pay; Probation period and notice for dismissal; Holiday entitlements; Conclusion and discussion; 8 Where's the beef?; The EWC directive; Establishing the McDonald's EWC; Who is an 'employee' representative?; Electing the 'employee' representatives; Electing the German EWC representative; EWC meetings and agendas; The second meeting: amending the agreement; The amended agreement; The third meeting; Co-ordinating an employee-side strategy? Pre-meetings; Inadequate sanctions? The EWC as an unrepresentative and ineffective 'talking shop'

Sommario/riassunto

The McDonald's Corporation is not only the largest system-wide sales service in the world, it is a phenomenon in its own right, and is now recognized as the most famous brand in the world. By providing a detailed analysis of the extent to which the McDonald's Corporation adapts or imposes its labour relations policies in Europe, this volume represents a real life case study revealing the interaction between a global multi-national enterprise and the regulatory systems of a number of different European countries. Key features include: * an overview of the McDonald's Corporation's deve
