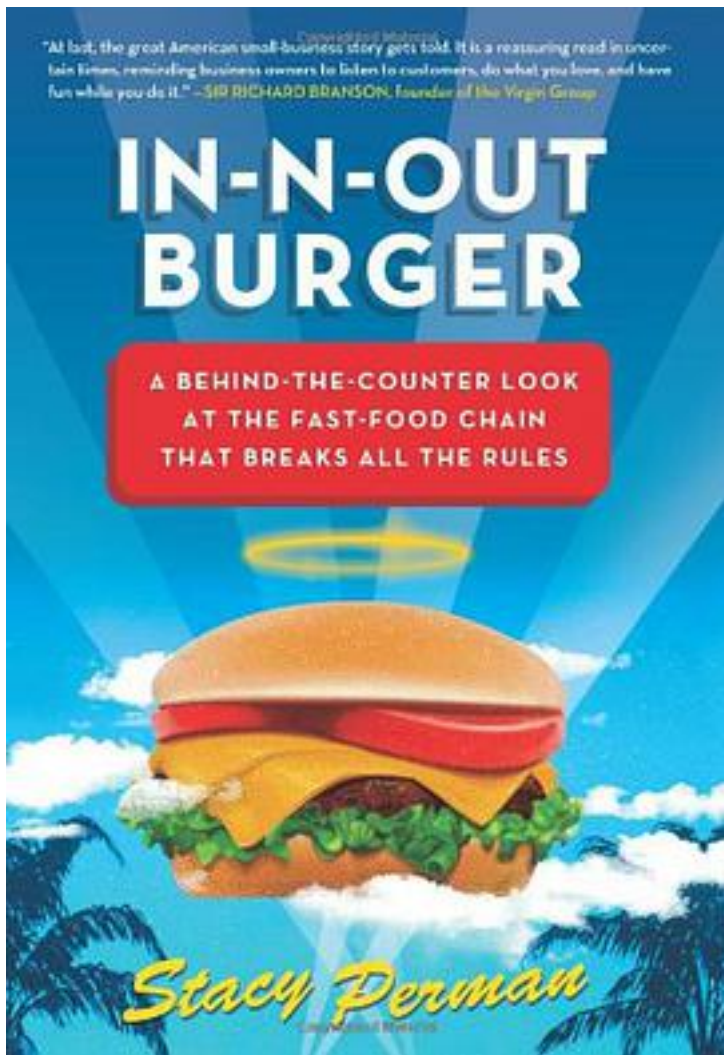


In-N-Out Burger



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著者:Stacy Perman

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The untold story of the renegade burger chain that evokes a passionate following unlike any other In 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. Over time, In-N-Out Burger has become nothing less than a cultural institution that can lay claim to an insanely loyal following. Stacy Perman's In-N-Out Burger is the inside story behind a real American success story—not only a tale of a unique and profitable business but also of a family's struggle to maintain a sustainable pop empire against the industry it helped pioneer. A keenly observed narrative that explores the transformation of a California fad 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.

作者介绍:

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