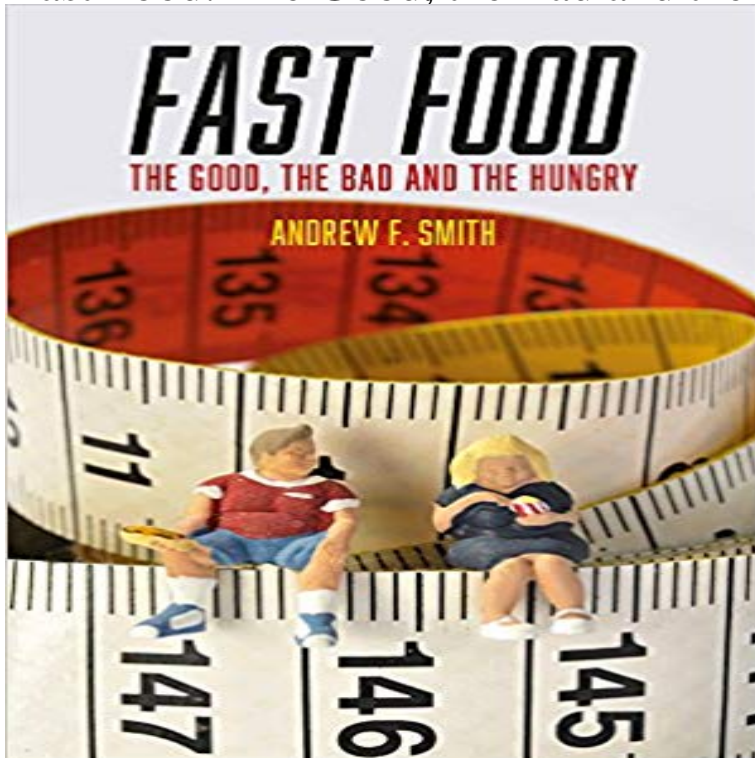


## Fast Food: The Good, the Bad and the Hungry (Food Controversies)



Fast food is the most influential culinary movement of our time. It has spawned an industry that has changed the way the world eats, for it has created a model that works virtually everywhere. At the heart of this industry are large multinational chains, which are expanding in almost every corner of the world. Today, an estimated one million outlets that affect hundreds of millions of people every day are providing access to reasonably tasty food with speed, economy and convenience. Fast food appeals to customers of different nationalities, ethnicities, religions, ages, genders, classes, financial status and culinary traditions. Andrew F. Smith explores why the industry has been so successful and examines how it has negatively affected the environment, exposed its customers to health risks, degraded the diets of children and underpaid its workers. Critics have published scathing exposes, supported boycotts, engaged in demonstrations and lobbied political leaders to force fast-food corporations to reduce the harm they cause. When called to account for this damage, fast-food chains have made changes occasionally substantial, but more often token in their operations. More commonly, the industry has denied responsibility, blamed customers, castigated suppliers, opposed regulations and initiatives, funded sympathetic political candidates and organizations, sued opponents, blocked unionization and launched media blitzes in the face of negative publicity. Fast Food examines the industry's options and those of its customers, and asks what society as a whole can and should do to ameliorate the major problems generated by fast food.

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