In-N-Out Burger - A Behind-the-Counter Look at the Fast-Food Chain That Breaks All the Rules

“In this book, Perman grills up an enjoyable read for both avid foodies and novice diners alike! Perman’s sneak peek into the fascinating history of In-N-Out is as good as the delicious burgers themselves.” —Mario Batali, celebrity chef and author of Molto Italiano

A behind-the-counter look at the fast-food chain that breaks all the rules, Stacy Perman’s In-N-Out Burger is the New York Times bestselling inside story of the family behind the California-based hamburger chain with a cult following large enough to rival the Grateful Dead’s. A juicy unauthorized history of a small business-turned-big business titan, In-N-Out Burger was named one of Fast Company magazine’s Best Business Books of 2009, and Fortune Small Business insists that it “should be required reading for family business owners, alongside Rich Cohen’s Sweet and Low and Thomas Mann’s Buddenbrooks.”

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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. 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.

Forked - A New Standard for American Dining

A restaurant critic can tell you about the chef. A menu can tell you about the farm-sourced ingredients. Now who's going to tell you about the people preparing your meal? From 2015 James Beard Leadership Award winner Saru Jayaraman, Forked is an enlightening examination
of what we don’t talk about when we talk about restaurants: Is the line cook working through a case of stomach flu because he doesn't get paid sick days? Is the busser not being promoted because he speaks with an accent? Is the server tolerating sexual harassment because tips are her only income? As most corporate restaurants continue to set low standards for worker wages and benefits, a new class of chefs and restaurateurs is working to foster sustainability in their food and their employees. Forked offers an insider's view of the highest--and lowest--scoring restaurants for worker pay and benefits in each sector of the restaurant industry, and with it, a new way of thinking about how and where we eat.

**Shake Shack - Recipes & Stories: A Cookbook**

Shake Shack’s first-ever cookbook, with 70 recipes and plenty of stories, fun facts, and pro tips for the home cook and ShackFan, as well as 200 photographs. Follow Shake Shack’s journey around the world; make your own ShackBurgers, crinkle-cut fries, and hand-spun frozen custard shakes at home; and get a glimpse into the culture, community, and inner workings of this global phenomenon.

**Covert Cows and Chick-fil-A - How Faith, Cows, and Chicken Built an Iconic Brand**

The longtime chief marketing officer for Chick-fil-A tells the inside story of how the company turned prevailing theories of fast-food marketing upside down and built one of the most successful and beloved brands in America. Covert Cows will help you… Discover unexpected, out-of-the-box marketing methods and new ways of approaching business problems. Understand the positive impact of building a business based on biblical principles. Receive an insider’s look at the evolution of one of America’s most beloved brands. Learn key marketing and business insights from the man who was the chief marketing officer for Chick-fil-A for thirty-four years. During his thirty-four-year tenure at Chick-fil-A, Steve Robinson was integrally involved in the company’s growth--from 184 stores and $100 million in annual sales in 1981 to over 2,100 stores and over $6.8 billion in annual sales in 2015--and was a first-hand witness to its evolution as an indelible global brand. In Covert Cows and Chick-fil-A, Robinson shares behind-the-scenes accounts of key moments, including the creation of the Chick-fil-A corporate purpose and the formation and management of the now-iconic "Eat Mor Chikin" cow campaign. Drawing on his personal interactions with the gifted team of company leaders, restaurant operators, and the company's founder, Truett Cathy, Robinson explains the important traits that built the company's culture and sustained it through recession and many other challenges. He also reveals how every aspect of the company's approach reflects an unwavering dedication to Christian values and to the individual customer experience. Written with disarming candor and revealing storytelling, Covert Cows and Chick-fil-A is the never-before-told story of a great American success.

**Making Dough - The 12 Secret Ingredients of Krispy Kreme's Sweet Success**
Praise for Making Dough "I was enchanted, intrigued, and fascinated by every page of this book. Kirk Kazanjian, Amy Joyner, and Dick Clark (yes, that Dick Clark) have done a masterful job of storytelling in Making Dough. The book is inspirational, enlightening, and just plain great reading. In fact, it's great reading with sprinkles on it. What a yummy book!" -Jay Conrad Levinson Bestselling Author, Guerrilla Marketing series of books "Krispy Kreme's success goes well beyond being a retail phenomenon. This book will show you what went on behind the scenes to build the company. Along the way, it will teach you how you can take a product that is seemingly counter-culture and turn it into an addictive brand." -Phil Lempert Author, Being the Shopper and Today show food trends editor "Words can't do justice to Krispy Kreme doughnuts-just eat one! But as a fan of the product, it's interesting to read this business success story." -Vince Gill Singer/Songwriter "You know what? You have absolutely no chance of starting the next Krispy Kreme! But, the lessons they learned and the insight they used to build their once-in-a-lifetime success are useful, practical, and powerful tactics that any business can benefit from." -Seth Godin Author, Purple Cow "Take heart. You don't need a massive organization and a massive advertising budget to build a powerful brand. This interesting book by Kirk Kazanjian and Amy Joyner tells how Krispy Kreme did it on a shoestring." -Al Ries Coauthor, The Fall of Advertising and the Rise of PR "I think it's safe to say that just about every company would love to know the secret ingredients of Krispy Kreme's sweet success. After all, it doesn't advertise, it is a revered member of the community, and it keeps growing like crazy. What an extraordinary business! Without doubt, you should pay attention to what Krispy Kreme is doing, especially if you want to prosper in today's competitive world." -From the Foreword by Dick Clark Producer, Entertainer, and Krispy Kreme Franchisee

A Grand Complication - The Race to Build the World's Most Legendary Watch

Two wealthy and powerful men engage in a decades-long contest to create and possess the most remarkable watch in history. James Ward Packard of Warren, Ohio, was an entrepreneur and a talented engineer of infinite curiosity, a self-made man who earned millions from his inventions, including the design and manufacture of America's first luxury car—the elegant and storied Packard. Henry Graves, Jr., was the very essence of blue-blooded refinement in the early 1900s: son of a Wall Street financier, a central figure in New York high society, and a connoisseur of beautiful things—especially fine watches. Then, as now, expensive watches were the ultimate sign of luxury and wealth, but in the early twentieth century the limitless ambition, wealth, and creativity of these two men pushed the boundaries of mathematics, astronomy, craftsmanship, technology, and physics to create ever more ingenious timepieces. In any watch, features beyond the display of hours, minutes, and seconds are known as “complications.” Packard and Graves spurred acclaimed Swiss watchmaker Patek Philippe to create the Mona Lisa of timepieces—a fabled watch that incorporated twenty-four complications and took nearly eight years to design and build. For the period, it was the most complicated watch ever created. For years it disappeared, but then it surfaced at a Sotheby's auction in 1999, touching off a heated bidding war, shattering all known records when it fetched $11 million from an anonymous bidder. New York Times bestselling author Stacy Perman takes us from the clubby world of New York high society into the ateliers of the greatest Swiss watchmakers, and into the high-octane, often secretive subculture of modern-day watch collecting. With meticulous
research, vivid historical details, and a wealth of dynamic personalities, A Grand Complication is the fascinating story of the thrilling duel between two of the most intriguing men of the early twentieth century. Above all, it is a sweeping chronicle of innovation, the desire for beauty, and the lengths people will go to possess it.

**Marketing Strategy - The Thinking Involved**

Marketing Strategy: The Thinking Involved is an innovative text that holds that marketing thinking leads to effective marketing strategy. It goes beyond simply introducing students to concepts and theories in the field by providing them with tools and methods to develop marketing thinking and questioning skills that will help them apply the concepts to real-life marketing strategy issues. As the chapters progress, the questions develop towards higher levels and more specialized inquiry, helping students acquire the skills needed in the practice of marketing. The book contains a wealth of pedagogy to support this active learning approach.

**Service Failure - The Real Reasons Employees Struggle with Customer Service and what You Can Do about it**

What causes poor customer service? You might be surprised.

**Franchise: The Golden Arches in Black America**

WINNER • 2021 PULITZER PRIZE IN HISTORY The “stunning” (David W. Blight) untold history of how fast food became one of the greatest generators of black wealth in America. Just as The Color of Law provided a vital understanding of redlining and racial segregation, Marcia Chatelain’s Franchise investigates the complex interrelationship between black communities and America’s largest, most popular fast food chain. Taking us from the first McDonald’s drive-in in San Bernardino to the franchise on Florissant Avenue in Ferguson, Missouri, in the summer of 2014, Chatelain shows how fast food is a source of both power—economic and political—and despair for African Americans. As she contends, fast food is, more than ever before, a key battlefield in the fight for racial justice.

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**Podcast: In-N-Out Burger enters the COVID-19 wars**

Today, we talk about this beloved company with L.A. Times reporter Stacy Perman ... book “In-N-Out Burger: A Behind-the-Counter Look at the Fast-Food Chain That Breaks All the Rules.” ...

**The Secret to In-N-Out’s Cult Following**

While In-N-Out certainly has time on its side, Stacy Perman, author of the New York Times bestseller, In-N-Out Burger: A Behind-The-Counter Look at the Fast Food Chain That Breaks All the Rules, says ...

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