

- ▶ reputations
- ▶ corporate makeovers

2.1 About business Corporate image



Discussion

1 Work with a partner. What do you know about McDonald's™, the global fast food chain? How would you describe its corporate image? Complete as much of the information below as you can.

Company founded in (place/date)	Company founded by
Logo	Mascot
Products/menu	Appearance of restaurants
Core market	Image of the company

Reading for gist

2 Read the text about the McDonald's corporate makeover.

- 1 Add any missing information you can to your table in Exercise 1 above.
- 2 Why was the company in trouble at the end of the 1990s? Summarize the reasons in one sentence.
- 3 In what ways has McDonald's recently changed the following?
 - the way the restaurants look
 - the menu
 - the corporate values

Reading for detail

3 Use the context to work out the meanings of the following expressions from the text.

- | | |
|----------------------------|--------------------------------------|
| 1 golden arches (line 14) | 5 'less is more' treatment (line 82) |
| 2 dead-end McJob (line 35) | 6 corporate scam (lines 87-88) |
| 3 BSE scare (line 35) | 7 in your face (line 114) |
| 4 PR pratfalls (line 45) | 8 'Starbucksy' image (line 138) |

4 Who or what are:

- | | |
|--------------------------|-------------------------------|
| 1 Arne Jacobsen (line 5) | 4 Watford FC (line 90) |
| 2 Hemel (line 12) | 5 Steve Easterbrook (line 92) |
| 3 Prince (line 46) | 6 Jamie Oliver (line 139) |

5 Read the text again. How would you describe the attitude or stance of the writer towards the subject matter? Why? Find three pieces of evidence in the text to support your view.

Listening and discussion

6 1:17 Listen to the continuation of the article and answer the questions below.

- 1 Why could it be difficult for McDonald's to maintain its commitment to a greener way of operating? What challenges might it face?
- 2 How have the attitudes of McDonald's customers changed with regard to fast food? What is responsible for this change?

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back-to-basics
fruits of its labours
green on the inside
green on the outside
greenwash
in your face
McLibel

Internet research

Search for the keywords *building corporate image* to find strategies businesses use to enhance their image. Make a list of the best strategies and compare with a partner.