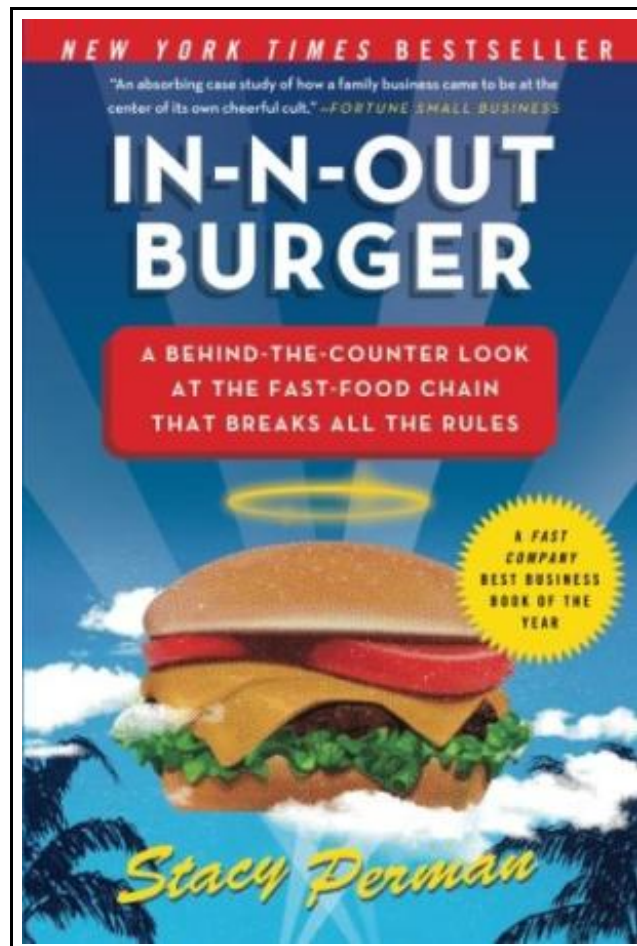# In-N-Out Burger: A Behind-the-Counter Look at the Fast-Food Chain That Breaks All the Rules

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IN-N-OUT BURGER: A BEHIND-THE-COUNTER LOOK AT THE FAST-FOOD CHAIN THAT BREAKS ALL THE RULES

HarperCollins Publishers Inc. Paperback. Book Condition: new. BRAND NEW, In-N-Out Burger: A Behind-the-Counter Look at the Fast-Food Chain That Breaks All the Rules, Stacy Perman, In fast-food corporate America, In-N-Out Burger stands apart. It is a family-owned chain that steadfastly refuses to franchise or be sold and is an incongruous testament to old-fashioned values, reminiscent of a simpler time when people, loyalty, and a freshly made, juicy hamburger meant something. It has become nothing less than a cultural institution that can lay claim to an insanely loyal following. This is the story of a unique and profitable business that exceeds all expectations. It is a lesson in a counterintuitive approach to doing business that places quality, the customer, and employees first. "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 that cooked a billion burgers and hooked zillions of 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.

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