

Jim Skinner - started in the McDonald`s kitchen

Jim Skinner won at the recession: McDonald's sells as much as ever. However, since Americans are becoming fatter, the group now has a serious problem with the image.

Jim Skinner won at the recession. Sam about themselves so that they do not say, as the grizzled 65-years old is by nature a modest man. However, he directs the company, which, despite the crisis in 2008 has increased its worldwide turnover of about 6.9 percent and has been successful in the current year. Concern is so good that your boss has shown an increase of 70 percent. Jim Skinner now earns 13.6 million dollars a year, is the head of McDonald's American icon and the largest economy in the world network of fast-food chains. However, for some time Jim Skinner has a serious problem. In times of economic crisis not only his wallet, but also the collective hip circumference of its own nationals. Recent studies have shown that Americans, in any case the people are overweight, despite weight gain adoption recession. U.S. media talk about a recession kilograms. The reason for this is simple: With the growing poverty, people are starting to save for food. Big Mac is simply cheaper than organically grown lettuce .- People consume more empty calories and food that contains lots of sugar and fat - said Adam Big dietitian at the University of Washington in Seattle. - Overweight is a toxic sludge declining economy. Jim Skinner said last year that McDonald's is indeed quite resistant to recession, it is not invulnerable. Now the company can not shake the economic and financial crisis, but a serious problem with the image. In the history of the group would not be the first problem with the image. Its improving McDonald's fought most recently at the beginning of the new millennium. Concern was promoted to the rank of the symbol of capitalism, has become a rap responsible for the obesity throughout the nation, to lobby attacks the health sector, environment and animals. The best-seller Fast Food Nation and documentary film Super Size Me did the rest, severely damaging McDonald's opinion. In the first quarter of 2003 the group recorded the first loss in its history. Came to the two deaths among the managerial staff, which say that they are related to the products of the group: In 2004, the head of the group James Cantalupo died of a heart attack at a conference in Florida, his successor, Charles Bell a few months later on colorectal cancers.