



Fast Food Vindication

By Lisa Tillinger Johansen

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For years, dozens of books, documentaries, and magazine articles have targeted the fast food industry as the cause for many of society's ills, ranging from the obesity epidemic to the proliferation of dead-end jobs. Now, hospital dietitian Lisa Johansen makes the bold case that the fast food industry is actually a positive force in society. Johansen takes the reader from the industry's scrappy, entrepreneurial beginnings to its emergence as a global business generating hundreds of billions of dollars annually. Far from a blight on society, the fast food industry has distinguished itself by providing a product that meets high standards of quality and safety, often healthier than meals served at home and in sit-down restaurants. The myth of the "McJob" is debunked by true-life cases of corporate titans who succeeded by virtue of the fast-food chains' practice of promoting from within. And, relying on her years of counseling patients at one of the nation's largest health networks, Johansen shows the reader just how easily fast food can be incorporated into a healthy lifestyle. Lively and informative, FAST FOOD VINDICATION destroys the media myths and paints the true picture of an industry that touches the lives of millions.

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Editorial Review

About the Author

LISA TILLINGER JOHANSEN spent seven years as a real estate manager for McDonald's Corporation before enrolling at California State University Los Angeles and earning a Master's Degree in Nutritional Science. Now a Registered Dietitian at Kaiser Permanente, Johansen teaches nutrition classes and counsels patients on a wide range of health issues. She lives in Southern California.

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