1. Fast Food Nation
   1. Ubiquity
      1. $
      2. Customers
      3. Social landscape
      4. Recognition
   2. Emergence/Social Context
      1. Definition
      2. Where?
      3. Social Context
2. population growth
3. suburbia
4. car culture
5. booming economy
6. television and advertising
7. optimism in technology
   1. Impact
      1. Economy
         1. model: concentration of ownership
         2. service economy
         3. new definition of job
      2. Political
         1. Influence of large corporations on policy
         2. What good for corporations may not be good

good for America

* + 1. Health
       1. diet

b. food production