I believe that this article is very true in many ways. Some might argue that the man that wrote this is looking at all the variable of new technology and new ways of doing things was looked at in with a close mind in which they deem it as bad for society. Some might argue completely opposite, and I could see either way. I think that this article shows how something as simple as McDonalds has such globalization affect on the world and how this massive corporation controls more than just food in daily life.

 It is very interesting to think about how all of todays process are based almost solely off saving time and business tactics gone real world. People try to take advantage of what they have such as time, money, speed, etc. they use this to get stuff done and I found a lot of truth in this article