

MCDONALD'S – ÎNTRE INTERNAȚIONALIZAREA ȘI REGIONALIZAREA VALORII RESTAURANTELOR SALE

MCDONALD'S – BETWEEN INTERNATIONALIZATION AND REGIONALIZATION OF RESTAURANT'S VALUE

Conf.dr. Dan-Cristian DABIJA

Conf.dr. Cătălin POSTELNICU

Universitatea „Babeș-Bolyai” din Cluj-Napoca

Abstract: In a world economy where interdependencies seems to constitute the prevailing rule, McDonald's proves that certain values applied in action could provide the key of improving the firm's brand value and that internationalization of the organization means more than just a response to the competition. This article tries to analyse a few of these transforming meanings, keeping on the first place the main features of economic globalization.

Keywords: McDonald's, internationalization, price strategy, Big Mac, purchasing power parity, international competition