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How McDonald's cheats its Czech customers

McDonald's is in trouble, as healthier eating, increased competition on its home turf and slower emerging markets have pushed its [second-quarter global revenue](#) down 10%. Its Czech operations are merely a drop in the bucket, accounting for only 0.7% of global sales, but every drop counts, and its local managers have come up with a crafty way to increase revenue. When a customer orders a [McMenu](#), the smiling guy or gal behind the counter automatically marks up a "large," which costs 8.7% more than a "small." It's the same for a breakfast menu, where the unsuspecting customer automatically gets a "hearty" egg breakfast for 23.5% more than a regular one. When asked about this, manager Jiří of the flagship Wenceslas Square store said defensively that it's corporate policy. If customers don't say "small," McDonald's automatically assumes they want a "large." Who wouldn't want so much extra high-value nutrition anyway, right?

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