**Chapter 6**

**McDonald’s in Moscow**

The queue to the first McDonald’s in Moscow in 1990 is documented, which makes a simple yet profound point about the popularity of the golden arches in non-U.S. markets. However, the second video demonstrates how even strong global businesses are subject to political considerations.

*Use with:* <http://www.youtube.com/watch?v=amx-JHhtsHw> (2:27) & <https://www.youtube.com/watch?v=QuygF3JTXQE> (1:56)

1. What do you think is the cause of the long queue in anticipation of McDonald’s first Moscow store?
2. Why is McDonald’s so popular in many foreign markets?
3. What role did McDonald’s play in the temporary closings in 2014? What role did politics play?
4. What is the future for McDonald’s in Russia? Explain.