

---

## MCDONALD'S BEATING ANALYST'S EXPECTATIONS, DUE IN PART TO EFFECTIVE MARKETING OF NEW PRODUCTS



McDonald's growth is exceeding experts' expectations. Amidst raising costs, and an increasingly challenging market the second-quarter results are impressive. \$1.35 per share earnings surpassed the \$1.28 average estimate of analysts, and same-store sales have seen the biggest gain since 2008. The surprising surge is credited, in part, to effective marketing of flagship products and the popularity of "new menu items." Read the full article here: [Commodity Costs, Consumer Advocacy Backlash No Match for McDonald's](#)

<https://blog.granted.com/>