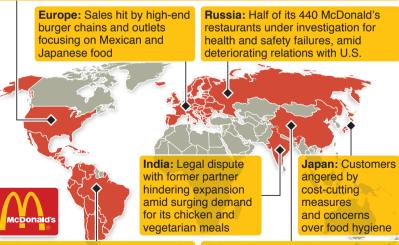
McDonald's global woes hit home

McDonald's is to restructure its business as it struggles with its brand image, market position and unpopular menu changes



U.S.: Rival fast-food outlets capitalising on demand for healthier food, made with fresher, natural ingredients



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