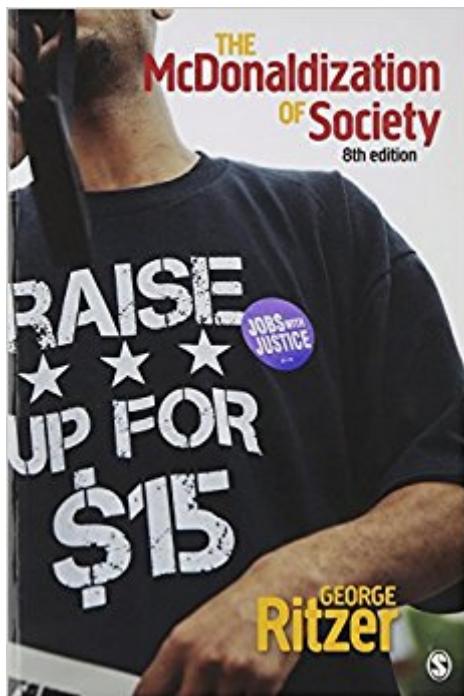


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The McDonaldization Of Society



Synopsis

Now in its Eighth Edition, George Ritzer's McDonaldization of Society continues to stand as one of the pillars of modern day sociological thought. By linking theory to 21st century culture, this book resonates with students in a way that few other books do, opening their eyes to many current issues, especially in the areas of consumption and globalization. Through vivid, story-telling prose, Ritzer provides an insightful introduction to the ways in which the principles of the fast-food restaurant are coming to dominate sectors of American society as well as the rest of the world. This new edition has been fully updated to include a new focus on McDonaldization of the workforce.

Book Information

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Customer Reviews

George Ritzer is Distinguished University Professor at the University of Maryland, where he has also been a Distinguished Scholar-Teacher and won a Teaching Excellence Award. He was awarded the Distinguished Contributions to Teaching Award by the American Sociological Association, an honorary doctorate from LaTrobe University in Australia, and the Robin Williams Lectureship from the Eastern Sociological Society. His best-known work, The McDonaldization of Society (8th ed.), has been read by hundreds of thousands of students over two decades and translated into over a dozen languages. Ritzer is also the editor of McDonaldization: The Reader; and author of other works of critical sociology related to the McDonaldization thesis, including Enchanting a Disenchanted World, The Globalization of Nothing, Expressing America: A Critique of the Global Credit Card Society, as well as a series best-selling social theory textbooks and Globalization: A Basic Text. He is the Editor of the Encyclopedia of Social Theory (2 vols.), the

Encyclopedia of Sociology (11 vols.; 2nd edition forthcoming), the Encyclopedia of Globalization (5 vols.), and is Founding Editor of the Journal of Consumer Culture. In 2016 he will publish the second edition of Essentials of Sociology with SAGE.

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I had to order this for my Urban Sociology class. The content of the book was interesting, but I still found it hard to sit down and read the book.

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Very educational.

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