


# The McDonaldization of Society

*By George Ritzer*

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**The McDonaldization of Society By George Ritzer Bibliography**

- Sales Rank: #1282221 in Books
- Brand: SAGE Publications, Inc
- Published on: 2000-01-19
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x 6.25" w x .50" l,
- Binding: Paperback
- 296 pages

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Review

"One of the most important and influential works of the last half of this century. . . . Ritzer was both an analyst and a prophet in this classic work, which is as relevant today as it was a decade ago."

(Jonathan H. Turner)

"Every time I have used *McDonaldization*, class meetings have been characterized by active discussions in which virtually all students participate."

(Simon Cordery)

"Most undergraduate students today have never lived in an un-McDonald world, and because this book speaks to them, it sparks lively class discussion. This new edition is finely updated, and even more interesting, as it demonstrates the globalization of McDonaldization and the various different cultures individually adapt to it."

(Nathan W. Pino)

"Ritzer’s texts is in a class by itself. I can’t think of another as insightful and enjoyable."

(James D. Cover)

About the Author

**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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