

# The McDonaldization Of Society

the mcdonaldization of society is george ritzer s seminal work of critical sociology that links classical sociological theory to many aspects of contemporary life in a globalized world max weber s rationalization thesis updated and applied to the the late 20th and early 21st century where weber focused on bureaucracies as the iron cages of rationalization in his time the central premise of mcdonaldization is that the fast food restaurant has become the model for the rationalization process today the book examines ways in which fast food businesses have created a system of operation based on efficiency calculability predictability and control and how the same principles have been applied to other settings and contexts as diverse as motel chains big box stores churches child care centers college rankings health care providers political participation and most recently the internet

george ritter's mcdonaldization of society now celebrating its 20th anniversary 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 consumption and globalization as in previous editions the book has been updated and it offers new discussions of among others in *n* out burger and *pret a manger* as possible antitheses of mcdonaldization the biggest change however is that the book has been radically streamlined to offer an even clearer articulation of the now famous mcdonaldization thesis

one of the most noteworthy and popular sociology books of all time the mcdonaldization of society demonstrates the power of the sociological imagination to today s readers in a way that few books have been able to do it is ideal for use in a wide range of undergraduate courses and will be of equal interest to anyone interested in social criticism this book links a large number of social phenomena to mcdonaldization some which are directly affected by the principles of the fast food restaurant and others where the effect is more indirect

as one of the most noteworthy and popular sociology books of all time the mcdonaldization of society 6 demonstrates the power of the sociological imagination to 21st century undergraduates in a way that few other books have this enqaging work of social criticism is praised for sparking debate in and

out of the classroom and for allowing students to read in depth on a small number of fascinating topics and it vividly demonstrates the relevance of Weber's discussion of rationalization the basis of McDonaldization to the everyday life of today's student new and retained features links a large number of social phenomena to McDonaldization some which are directly impacted by the principles of the fast food chain and others where the effect is more tenuous a new final chapter 10 on the demcdonaldization of society examines the processes of demcdonaldization and concludes that while it is occurring on the surface McDonaldization is alive and well for example in the structures that underlie 20 many new and updated examples are from the digital world keeping the text ultimately relevant for the contemporary student reader addresses the advantages of McDonaldization then focuses on the problems and dangers it poses and looks at efforts to deal with those challenges examines the link between McDonaldization and globalization challenges the reader to rethink McDonaldization as part of the structure of society and to act to reverse the trend towards it

this book has been a fabulous success with students because it combines elements of critical social theory readability and popular culture Charles Frederick Jr Indiana University one of the most noteworthy and popular sociology books of all time the McDonaldization of society demonstrates the power of the sociological imagination to today's readers in a way that few books have been able to do key features of the new edition brand new chapter examining the Starbucks phenomenon and its relationship to McDonaldization updated examples of McDonaldization including online dating services e.g. match.com viagra MDMA ecstasy text messaging IKEA and megachurches an increased focus on globalization including an examination into the relationship between McDonaldization and the environment

the author is a proud sponsor of the 2020 Sage Keith Roberts teaching innovations award enabling graduate students and early career faculty to attend the annual ASA pre conference teaching and learning workshop the book that made McDonaldization part of the lexicon of contemporary sociological theory read by hundreds of thousands of students is now in its ninth edition George Ritzer's seminal work of critical sociology the McDonaldization of society continues to stand as one of the pillars of modern day sociological thought building on the argument that the fast food restaurant has become the model for the rationalization process today this book links theory to contemporary life in a globalized world and resonates with students in a way that few other books do Ritzer opens students eyes to many current issues and shows how McDonaldization's principles apply to other settings especially in the areas of consumption and globalization this new edition has been significantly reoriented to reflect our experience of McDonaldization in the world of online consumption new to this edition examines how retailers like Amazon represent a new era of datafication the transformation of vast amounts of information into quantifiable data discusses how the digital world has almost unlimited potential to turn consumers into prosumers doing volunteer work formerly done by paid employees this edition is more streamlined than previous editions to sharpen its argument and message and make it more useable as a secondary reading in a wide range of courses

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in this major new book the author of the bestselling McDonaldization of society provides an exploration of one of the most innovative and imaginative sociological theses of the last decade of the twentieth century McDonaldization part one centres on a discussion of Karl Mannheim's theory of

rationalization the author also assesses the degree to which sociology in general and sociological theory in particular have been mcdonaldized the second part demonstrates the empirical reach of the mcdonaldization process with discussions on work credit and globalization part three moves beyond mcdonaldization to the worlds of new means of consumption and the postmodern perspectives that best illuminate them the author concludes with a re evaluation of the mcdonaldization thesis and its future

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latest update of this internationally popular anthology from george ritzer

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in this book one of the leading social theorists and cultural commentators of modern times turns his gaze on consumption george ritzer author of the famous mcdonaldization thesis demonstrates the irrational consequences of the rational desire to consume and commodify he examines how mcdonaldization might be resisted and situates the reader in the new cultural spaces that are emerging in society shopping malls casino hotels disneyfied theme parks and las vegas the new cathedrals of consumption as he calls them the book shows how new processes of consumption relate to globalization theory in illuminating discussions of the work of thorstein veblen and the french situationists ritzer unearths the roots of problems of consumption in older sociological traditions he indicates how transgression is bound up with consumption through an investigation of the obscene in popular and postmodern culture

our bundle prices are lower than the prices of most other introductory sociology texts alone in this second brief edition of sociology exploring the architecture of everyday life david m newman takes students inside today's pressing sociological issues and shows them how the compelling events on their minds today such as the current economic recession and the obama presidency relate to enduring sociological concepts as one of the most eye opening and popular sociology books of all time the mcdonaldization of society 6 demonstrates the power of the sociological imagination to today's readers in a way that few other books have linking theory to contemporary pop culture examples that resonate with 21st century students please contact your sales representative for more information

the mcdonaldization of society 5updated with many contemporary examples that speak relevantly to today s student this engaging book is sure to spark debate both in and out of the classroom and connect the everyday world of the twenty something consumer with sociological analysis griswold cultures and societies in a changing world third editiona vital and personal aspect of individual identity culture shapes a person s norms values beliefs and practices this third edition introduces the sociology of culture and explores cultural phenomena including stories beliefs media ideas art religious practices fashions and rituals from a global sociological perspective a new chapter 8 investigates the interplay of culture and power exploring the effects of political systems and rituals on the status quo and this book is part of pine forge s sociology for a new century serieswe offer these texts bundled together at a discount for your students

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