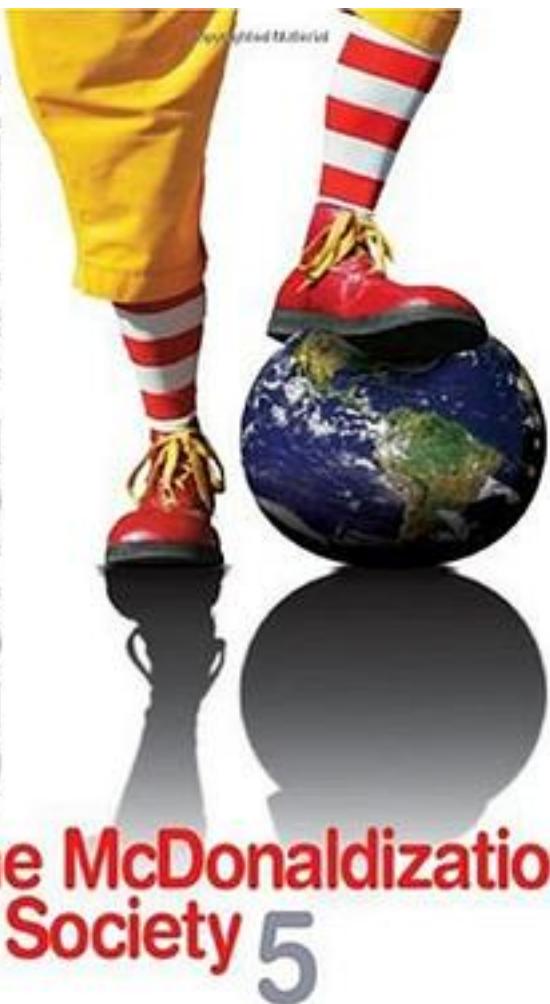


# The McDonaldization of Society 5

GEORGE RITZER



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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. 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, megachurches, and more - provides an increased focus on globalization from the prior edition, including an examination into the relationship between McDonaldization and the environment

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