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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

George Ritzer's *McDonaldization* thesis argued that contemporary life is succumbing to the standardization, flexibility and practicability of fast-food service. This book brings together specially commissioned papers by leading social and cultural analysts to engage in a critical appraisal of the thesis. The contributors discuss the roots of the thesis, the rationalization of late modern life, the effects of increasing cultural commodification, the continuing prominence of American cultural and economic imperialism and the impact of globalization on social and cultural life. The strengths and weaknesses of the *McDonaldization* thesis are clearly evaluated and the irrational consequences of rationalization are pinpointed and critically

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.

George Ritzer'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.

This text will be a vital tool in departments and schools of advertising, journalism, and communication where increasing emphasis is being placed on studying the cultural significance of advertising.

George Ritzer is one of the leading social and cultural commentators of the present day. In this essential new book he considers some of the main tendencies in contemporary social theory. Included here are Ritzer's latest reflections on the uses and misuses of metatheory. According to Ritzer, sociology is a multiparadigm science. The differences and intensities of rivalries between paradigms are often very confusing for students and even for professional sociologists. This book seeks to find a way out of the confusion by sketching out the lineaments of a new integrated sociological paradigm and demonstrates how this paradigm can be applied. It shows the various ways in which Ritzer has developed rationalization theory to shed light on professional integration, the shape of consumer culture, hyperrationality and the state of sociology today.

Dissecting the failure of recent social theory to grasp the problems of globalization and the emergence of corporate monopoly capital, this text argues for a radical solution by proposing more effective and centralized institutions for governing the world economy.

Latest update of this internationally popular anthology from George Ritzer.

Praised for its conversational tone, personal examples, and helpful pedagogical tools, the Fourth Edition of *Explorations in Classical Sociological Theory: Seeing the Social World* is organized around the modern ideas of progress, knowledge, and democracy. With this historical thread woven throughout the chapters, the book examines the works and intellectual contributions of major classical theorists, including Marx, Spencer, Durkheim, Weber, Mead, Simmel, Martineau, Gilman, Douglass, Du Bois, Parsons, and the Frankfurt School. Kenneth Allan and new co-author Sarah Daynes focus on the specific views of each theorist, rather than schools of thought, and highlight modernity and postmodernity to help contemporary readers understand how classical sociological theory applies to their lives.

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