



The McDonaldization of Society 5

By George Ritzer

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"The text is eminently readable. Many of my students . . . identify with the themes very rapidly. They see the connections with their own world of experience and gain confidence in thinking sociologically." ?Michael Nofz, University of Wisconsin

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- Features an increased focus on globalization: Global issues are more prevalent throughout this edition, particularly in the discussion of the relationship between McDonaldization and the environment in Chapter 7.

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