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George Ritzer - pdf download free book



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Description:

Now in its **Eighth Edition**, George Ritzer's *McDonaldization of Society* 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 the areas of consumption and globalization. Through vivid, story-telling prose, Ritzer provides an insightful introduction to the ways in which the principles of the fast-food restaurant are coming to dominate sectors of American society as well as the rest of the world. This new edition has been fully updated to include a new focus on McDonaldization of the workforce.

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