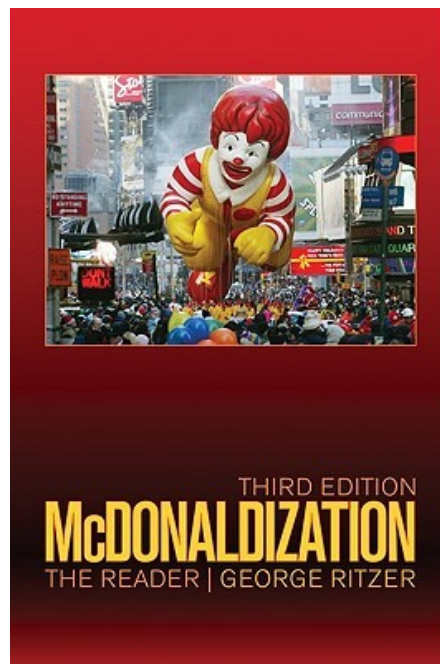




McDONALDIZATION: The Reader

George Ritzer (Editor)

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The **Third Edition** of **McDonaldization: The Reader** includes a wide array of sources, from journal articles, to essays from edited books, to newspaper and magazine articles. George Ritzer, best-selling author of **McDonaldization of Society**, has updated this popular anthology to build upon and go beyond the thesis of McDonaldization. Classic articles from the *First* and *Second Editions* remain in this volume and are supplemented by a significant number of new pieces which bring the discussion about **McDonaldization** up to date.

McDONALDIZATION: The Reader Details

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Astrid says

The McDonaldization of Society

Allison says

McDonaldization is a really cool analysis of contemporary society, and definitely relevant-- the way Ritzer presents this reader is a little frustrating, though. He gives himself little blurbs to disclaim any section of the reader that disagrees with his ideas before the section! So frustrating. That man is self obsessed.

Alan Valdez says

It was interesting, but it was also a bit redundant after reading the original "The McDonaldization of Society". Lots of short, self-contained perspectives and examples about different aspects of McDonaldization, which could come handy if I was to give a course on the subject. I guess that is the point of a reader, but it does not particularly contribute to greater insights about the subject.
