



McDonaldization Revisited: Critical Essays on Consumer Culture

Mark Alfino, John S. Caputo, Robin Wynyard

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An international, multidisciplinary group of scholars examines the thesis of George Ritzer's popular book *The McDonaldization of Society*. The essays analyze the premise of McDonaldization, provide richer theoretical discussions of the relationship between Ritzer's analysis and semiotics, critical theory, feminism, and postmodernism, and extend the thesis to other areas of consumer culture.

Aimed at both undergraduate and graduate students, the work is designed to stand alone and need not be accompanied by Ritzer's original text. The essays fill in necessary theoretical issues as well as extend theoretical concepts. A major teaching tool in communication, sociology, and philosophy as well as in more applied areas such as hospitality management.



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