

Enchanting A Disenchanted World Continuity And Change In The Cathedrals Of Consumption 3rd Edition

Join the conversation with one of sociology's best-known thinkers. In the fully updated Fourth Edition of *Essentials to Sociology*, bestselling author George Ritzer shows students the relevance of sociology to their lives. Adapted from Ritzer's *Introduction to Sociology*, this text provides students with a rock-solid foundation in a shorter and more streamlined format. Students will learn about traditional sociological concepts and theories, as well as some of the most compelling contemporary social phenomena: globalization, consumer culture, the Internet, and the "McDonaldization" of society. Packed with current examples and the latest research of how "public" sociologists are engaging with the critical issues of today, this new edition encourages students to apply a sociological perspective to their worldview—empowering them to participate in a global conversation about current social problems. Also available as a digital option (courseware). Contact your rep to learn more about *Essentials of Sociology, Fourth Edition - Vantage Digital Option*.

What role does, could or should theology play in current discussions about our political realities? Is there a place for theological worldviews in the public conversation about policy making? Should theology critically unmask the underlying theological and metaphysical sources of contemporary politics? The contributors to this volume reflect on new questions in public and political theology, inspired by the theology of Edward Schillebeeckx. They discuss a variety of theological traditions and theories that could offer substantial contributions to current political challenges, and debate whether theology should contribute to the liberation of communities of poor and suffering people.

The only book to connect the everyday world of the 20-something undergraduate consumer with sound sociological analysis of the world of consumption *Enchanting a Disenchanted World, Third Edition* examines Disney, malls, cruise lines, Las Vegas, the world wide web, Planet Hollywood, credit cards, and all the other ways we now consume. Thoroughly updated to reflect the recent economic recession and the impact of the internet, bestselling author George Ritzer continues to explore this book's central thesis: that our society has undergone fundamental change because of the way and the level at which we consume. This Third Edition demonstrates how we have created new "cathedrals" of consumption (places that enchant us so as to entice us to stay longer and consume more) while continuing to take capitalism to a new level. These places of consumption, whether in our homes, the mall, or cyberspace, are in a constant state of "enchancing the disenchanted," luring us through new spectacles because their rational qualities are both necessary and deadening at the same time. *New and Hallmark Features* Offers a unique analysis of the world of consumption, especially the settings in which consumption takes place Discusses the recent global economic recession throughout Offers rich details on consuming in such places as Las Vegas, Disney World, on cruise ships, in Wal-Mart, at McDonald's, and, new to this edition, on the Web Includes a wide range of theoretical perspectives—Marxian, Weberian, critical theory, postmodern theory—as well as a number of concepts such as hyperconsumption, implosion, simulation, and time and space to show students how sociological theory can be applied to everyday phenomena

In the fully updated Fifth Edition of *Introduction to Sociology*, bestselling author George Ritzer shows you the relevance of sociology to your life. While providing a rock-solid foundation, the text illuminates traditional sociological concepts and theories, as well as some of the most compelling contemporary social phenomena: globalization, consumer culture, the Internet, and the "McDonaldization" of society. Packed with current examples and the latest research of how "public" sociologists are engaging with the critical issues of today, this new edition encourages you to apply a sociological perspective to your worldview—empowering you to participate in a global conversation about current social problems.

Ranging from classical times to pop culture, this collection will appeal to art historians, feminists, classicists, cultural critics, and anyone interested in mythology.

Green lifestyles and ethical consumption have become increasingly popular strategies in moving towards environmentally-friendly societies and combating global poverty. Where previously environmentalists saw excess consumption as central to the problem, green consumerism now places consumption at the heart of the solution. However, ethical and sustainable consumption are also important forms of central to the creation and maintenance of class distinction. *Green Consumption* scrutinizes the emergent phenomenon of what this book terms eco-chic: a combination of lifestyle politics, environmentalism, spirituality, beauty and health. Eco-chic connects ethical, sustainable and elite consumption. It is increasingly part of the identity kit of certain sections of society, who seek to combine taste and style with care for personal wellness and the environment. This book deals with eco-chic as a set of activities, an ideological framework and a popular marketing strategy, offering a critical examination of its manifestations in both the global North and South. The diverse case studies presented in this book range from Basque sheep cheese production and Ghanaian Afro-chic hairstyles to Asian tropical spa culture and Dutch fair-trade jewellery initiatives. The authors assess the ways in which eco-chic, with its apparent paradox of consumption and idealism, can make a genuine contribution to solving some of the most pressing problems of our time.

The Second Edition of *Enchanting a Disenchanted World: Revolutionizing the Means of Consumption* is a unique analysis of the world of consumption, examining how we are different consumers now than we were in the past, both in the U.S. and around the world. In the process of understanding this social development, a wide range of theoretical perspectives including Marxian, Weberian, critical theory, and postmodern theory are applied. The book also looks at concepts such as hyperconsumption, implosion, time and space, and simulation. *Enchanting a Disenchanted World* connects the everyday world in a sociological and theoretical way, making it an ideal text for a wide range of undergraduate and graduate courses including introductory sociology, sociology of consumption, social change, popular culture, sociology of leisure, social theory, and economic sociology. The book will also be of value to anyone interested in exploring a sociological analysis of the world's changing and expanding patterns and places of consumption.

"Since 2000, *Religion and Popular Culture in America* has been one [of the] standard books used in teaching this area of study. Modestly updated in 2005, it continues to be taught in colleges, universities and theological schools across the continent. The basic four-part structure of *Religion and Popular Culture in America* remains sound and is a feature that appeals to many who have taught the volume. Section One, *Religion in Popular Culture*, examines the way traditional religious symbols, narratives, and forms of religious practice appear in popular culture. Section Two, *Popular Culture in Religion*, considers how religion takes on and is reshaped by styles and values of popular culture. Section Three, *Popular Culture as Religion*, explores the ways that aspects of popular culture and their reception might be considered to be forms of religion. Section Four, *Religion and Popular Culture in Dialogue*, introduces religiously based critiques of popular culture and ways that popular culture articulates common critiques of religion. The third edition maintains the structure and basic length of the current edition and retains Forbes' introductory framework and update versions of key essay. But they replace many of the more dated subjects with new material drawing on more contemporary examples. A concluding essay by Mahan organizes key insights from the essays and relates them to the theories of popular culture illuminated in the introduction"--Provided by publisher.

The 1977 Sorokin Award-winning story of Buffalo Creek in the aftermath of a devastating flood. On February 26, 1972, 132-million gallons of debris-filled muddy water burst through a makeshift mining-company dam and roared through Buffalo Creek, a narrow mountain hollow in West Virginia. Following the flood, survivors from a previously tightly knit community were crowded into trailer homes with no concern for former neighborhoods. The result was a collective

trauma that lasted longer than the individual traumas caused by the original disaster. Making extensive use of the words of the people themselves, Erikson details the conflicting tensions of mountain life in general—the tensions between individualism and dependency, self-assertion and resignation, self-centeredness and group orientation—and examines the loss of connection, disorientation, declining morality, rise in crime, rise in out-migration, etc., that resulted from the sudden loss of neighborhood.

Enchanting a Disenchanted World Continuity and Change in the Cathedrals of Consumption Pine Forge Press

A perceptive ethnographic study explores the complex issues of gender identity and sexuality in high school, in a study based on eighteen months of fieldwork in a racially diverse working-class high school, looking at the definition of masculinity in terms of both a field of meaning and as a set of social practices. Simultaneous.

This introduction to global environmental politics examines why environmental challenges occur and how we can effectively respond to them.

Lawrence Scaff provides new details about Weber's visit to the United States---what he did, what he saw, whom he met and why and how these experiences profoundly influenced Weber's thought an immigration, capitalism, science and culture, Romanticism, race diversity, Protestantism, and modernity. Scaff traces Weber's impact on the development of the social sciences in the United States following his death in 1920, examining how We ber's ideas were interpreted, translated, and disseminated by American scholars such as Talcott Parsons and Frank Knight, and how the Weberian canon, codified in America, was reintroduced into Europe after World War II. --

?How are cathedrals and churches understood? Are they shop windows, through which to gaze at the riches on offer within the Christian life? Are they flagships of the Spirit? Are they both sacred spaces and community utilities? 'Shop-window, flagship, common ground' views the rich ministry and innovative mission of cathedrals through the novel lens of metaphor; and it offers comparative insights on cathedrals and cathedral-like churches. Located in the emerging international field of cathedral studies, the book explores the usage and inferences of a range of metaphors, including 'shop-windows of the Church of England', 'flagships of the Spirit', 'beacons of the Christian faith', 'magnets', and 'sacred space, common ground'. This volume also shows how such metaphors can stimulate different types of research about the function of cathedral and church buildings. With a Foreword by Professor Grace Davie, the book suggests that cathedrals and cathedral-like churches may play a role within 'vicarious religion' theory. It will provide a thought-provoking critique for practitioners and a valuable contribution for scholars of cathedral studies, congregational studies and ecclesiology.

What if every part of our everyday life was turned into a game? The implications of "gamification." What if our whole life were turned into a game? What sounds like the premise of a science fiction novel is today becoming reality as "gamification." As more and more organizations, practices, products, and services are infused with elements from games and play to make them more engaging, we are witnessing a veritable ludification of culture. Yet while some celebrate gamification as a possible answer to mankind's toughest challenges and others condemn it as a marketing ruse, the question remains: what are the ramifications of this "gameful world"? Can game design energize society and individuals, or will algorithmic incentive systems become our new robot overlords? In this book, more than fifty luminaries from academia and industry examine the key challenges of gamification and the ludification of culture—including Ian Bogost, John M. Carroll, Bernie DeKoven, Bill Gaver, Jane McGonigal, Frank Lantz, Jesse Schell, Kevin Slavin, McKenzie Wark, and Eric Zimmerman. They outline major disciplinary approaches, including rhetorics, economics, psychology, and aesthetics; tackle issues like exploitation or privacy; and survey main application domains such as health, education, design, sustainability, or social media.

The authors are proud sponsors of the SAGE Keith Roberts Teaching Innovations Award—enabling graduate students and early career faculty to attend the annual ASA pre-conference teaching and learning workshop. Modern Sociological Theory gives readers a comprehensive overview of the major theorists and schools of sociological thought, from sociology's 19th century origins through the mid-20th century. Written by an author team that includes one of the leading contemporary thinkers, the text integrates key theories with with biographical sketches of theorists, placing them in historical and intellectual context.

The book that made "McDonaldization" part of the lexicon of contemporary sociological theory, read by hundreds of thousands of students, is now in its Tenth Edition! George Ritzer's seminal work of critical sociology, *The McDonaldization of Society*, continues to stand as one of the pillars of modern sociological thought. Building on the argument that the fast food restaurant has become the model for the rationalization process today, this book links theory to contemporary life in a globalized world. Ritzer opens our eyes to many current issues and shows how McDonaldization's principles—efficiency, calculability, predictability, and control—have been applied to other sectors of American society and throughout the world. This new edition continues to shift its focus to how we experience McDonaldization online, the new locus of production and consumption in the digital age.

The design professions—architecture, city planning, landscape architecture, and urban design—share a great deal in terms of intellectual antecedents, professional ideals, and praxis. In particular, they share a commitment to creating better cities—whether at the scale of buildings, neighborhoods, or city-regions. But who decides what constitutes a "good" city, and how should such an ideal be implemented? In *Better by Design?* Paul Knox explores the intellectual roots of the design professions, showing how architects, planners, and other designers have traditionally interpreted their roles and implemented their ideas in cities across North America and the UK. Drawing on his long record of research and award-winning publications on the social production of the built environment, Knox offers a critical appraisal of their ultimate effectiveness in achieving the goal of creating and sustaining good cities.

This book offers a genealogical account of the rise of consumer capitalism, tracing its origins in America between 1880 and 1930 and explaining how it emerged to become the dominant form of social organization of our time. Asking how it was that we came to be consumers who live in societies that revolve around an ever-spinning circle of production and consumption, not only of goods,

but also of events, experiences, emotions and relations, *The Rise of Consumer Capitalism in America* presents an extensive analysis of primary sources to demonstrate the conditions and forces from which consumer capitalism emerged and became victorious. Employing a Weberian approach that brings liminality to the fore as a master concept to make sense of historical change, the author links an in-depth empirical investigation to supplement sociological theorizing to show how the encirclement of all aspects of life by the logic of consumer capitalism was a time-bound historical creation rather than a necessary one. A fascinating study of the appearance and triumph of the "ideology" of our age, this book will appeal to scholars of social and anthropological theory, historical sociology, cultural history and American studies.

At the start of the twentieth century, when Germany, among other nations, was undergoing industrialization, Max Weber famously characterized modern life in words that have often been translated as "iron cage." During the industrial era, that image caught on and was often used by scholars to express concerns about the extent to which the actual character of modern life contradicted its emancipatory promise. But we are living in a different time now, when the conditions under which we live seem to be quite different from the ones that pertained in Weber's day. It is a time when, in some respects at least, life seems to be freer and more conducive to experimentation, which has led some people to conclude that our societies have escaped from Weber's "cage." But is that really true? This book challenges that notion, considering the consequences for our way of life of the triumph of neoliberalism as a political force.

Consumption practices in China have been transformed at an unprecedented pace. Under Mao Zedong, the state controlled nearly all aspects of what people consumed, from everyday necessities to entertainment and the media; today, shoddy state-run stores characterized by a dearth of choices have made way for luxury malls and hypermarkets filled with a multitude of products. *Consumption in China* explores what it means to be a consumer in the world's fastest growing economy. LiAnne Yu provides a multi-faceted portrait of the impact of increased consumption on urban spaces, social status, lifestyles, identities, and freedom of expression. The book also examines what is unique and what is universal about how consumer practices in China have developed, investigating the factors that differentiate them from what has been observed among the already mature consumer markets. Behind the often staggering statistics about China are the very human stories that highlight the emotional and social triggers behind consumption. This engaging book is a valuable resource for students, scholars and business professionals interested in a deeper understanding of what motivates China's consumers, and what challenges they face as more aspects of everyday life become commoditized.

Now with SAGE Publishing, and co-authored by one of the foremost authorities on sociological theory, the Tenth Edition of *Sociological Theory* by George Ritzer and Jeffrey Stepnisky gives readers a comprehensive overview of the major theorists and schools of sociological thought, from sociology's origins through the early 21st century. Key theories are integrated with biographical sketches of theorists, and are placed in their historical and intellectual context. This text helps students better understand the original works of classical and modern theorists, and enables them to compare and contrast the latest substantive concepts. New to this Edition Chapter 1 now includes a discussion of colonialism as one of the forces that shaped modern society. The "Historical Sketch" chapters contain new material on the historical significance of early women founders, and on the contributions of W.E.B. Du Bois. Chapters on Marx, Durkheim, Weber, and Simmel now conclude with sections on contemporary applications of ideas from these 19th century thinkers. A new chapter focuses theories of race, racism, and colonialism, as well as theories about indigenous peoples and theories from the "Global South" that challenge the work of scholars from Europe and North America. The concluding chapter has a new section on theories of prosumption, one of the newest developments in consumer theory. New material on colonization, women classical theorists, and race theory, as well as new timelines, added to history chapters.

Religion and Popular Culture is a fast-growing field that spans a variety of disciplines. This volume offers the first real survey of the field to date and provides a guide for the work of future scholars. It explores: key issues of definition and of methodology religious encounters with popular culture across media, material culture and space, ranging from videogames and social networks to cooking and kitsch, architecture and national monuments representations of religious traditions in the media and popular culture, including important non-Western spheres such as Bollywood This Companion will serve as an enjoyable and informative resource for students and a stimulus to future scholarly work.

While providing a rock-solid foundation of sociology, *Introduction to Sociology: Canadian Version*, by renowned sociologists George Ritzer and Neil Guppy, illuminates traditional sociological concepts and theories, as well as some of today's most compelling social phenomena: Globalization, consumer culture, and the Internet. Ritzer and Guppy bring students into the conversation by bridging the divide between the outside world and the classroom. The international version of the book by Ritzer has been redesigned with an explicitly Canadian core. The result is this compelling Canadian version featuring George Ritzer's distinctive voice and style blended with Neil Guppy's definitive views on Canadian sociology—highlighting the place of Canada in a globalizing world.

What happens to a culture when its most basic assumptions are questioned and rejected, but no new ones are offered to replace them? This book critically analyzes anti-modernist philosophy, the (perhaps futile) attempt to recover traditional worldviews and belief systems in order to cope with the void of meaning engendered by the upheavals of modernity. The textual focus of this book is interwar Germany, as it provides a dramatic and relatively recent example of cultural crisis, with a rich philosophical literature. The writings of Heidegger, Junger, Spengler, and others are discussed in detail. Key themes will be applied to our contemporary post-modern condition as well. The book examines the dangers of anti-modernism, both past and the present, but also discusses some of its implicit appeals.

In his newest book, leading social theorist Jonathan H. Turner offers a creative, richly grounded reinterpretation of social evolution. Visit our website for sample chapters!

Originally published in 1999, *Cathedrals of Consumption* examines the history of the department store. After many decades in which it was almost exclusively historians of retailing and company biographers who were interested in the phenomenon, the department store has now come to attract the attention of historians of culture, consumption, gender, urban life and much more. Indeed, the department store in its classic era of expansive growth has often seemed better than anything else to embody the cultural and social modernity of its time. The articles in this book range widely in

presenting the breadth of these new approaches to department store history. An introductory essay explores the questions that surround the department store from its appearance in the mid-nineteenth century, through its golden age in the decades before the First World War, to the challenges posed in the more competitive world of inter-war Europe. A dozen contributors - writing about Britain, France, Germany, Belgium and Hungary - then examine themes as varied as the new public space which department stores provided for women, the politics of consumption, the architecture of the new stores, the training of the workforce, the cult of shopping, advertising strategies, shoplifting, employer organisations, and the geographical spread of the new stores, while a comparison with eighteenth-century London raises the question of just how new the department store was.

This insightful book reappraises how traditional high culture attractions have been supplemented by popular culture events, contemporary creativity and everyday life through inventive styles of tourism. Greg Richards draws on over three decades of research to provide a new approach to the topic, combining practice and interaction ritual theories and developing a model of cultural tourism as a social practice.

Manfred B. Steger's extensive body of work on globalization has made him one of the most influential scholars working in the field of global studies today. His conceptualization of the global imaginary is amongst the most significant developments in thinking about globalization of the last three decades. Revisiting the Global Imaginary pays tribute to Steger's contribution to our intellectual history with essays on the evolution, ontological foundations and methodological approaches to the study of the global imaginary. The transdisciplinary framework of this field of enquiry lends itself to investigation in diverse sites. This volume of essays explores practices associated with the reproduction of the global imaginary in such diverse sites as mobile money, Irish pubs, cyber-capitalism, urban space, music in post-apartheid South Africa and global political movements, amongst others.

Winner of the Regional Studies Association's Best Book Award 2018. In the last few decades, many global cities and towns have experienced unprecedented economic, social, and spatial structural change. Today, we find ourselves at the juncture between entering a post-urban and a post-political world, both presenting new challenges to our metropolitan regions, municipalities, and cities. Many megacities, declining regions and towns are experiencing an increase in the number of complex problems regarding internal relationships, governance, and external connections. In particular, a growing disparity exists between citizens that are socially excluded within declining physical and economic realms and those situated in thriving geographic areas. This book conveys how forces of structural change shape the urban landscape. In *The Post-Urban World* is divided into three main sections: Spatial Transformations and the New Geography of Cities and Regions; Urbanization, Knowledge Economies, and Social Structuration; and New Cultures in a Post-Political and Post-Resilient World. One important subject covered in this book, in addition to the spatial and economic forces that shape our regions, cities, and neighbourhoods, is the social, cultural, ecological, and psychological aspects which are also critically involved. Additionally, the urban transformation occurring throughout cities is thoroughly discussed. Written by today's leading experts in urban studies, this book discusses subjects from different theoretical standpoints, as well as various methodological approaches and perspectives; this is alongside the challenges and new solutions for cities and regions in an interconnected world of global economies. This book is aimed at both academic researchers interested in regional development, economic geography and urban studies, as well as practitioners and policy makers in urban development.

Cities, initially a product of the manufacturing era, have been thoroughly remade in the image of consumer society. Competitive spending among affluent households has intensified the importance of style and design at every scale and design professions have grown in size and importance, reflecting distinctive geographies and locating disproportionately in cities most intimately connected with global systems of key business services. Meanwhile, many observers still believe good design can make positive contributions to people's lives. *Cities and Design* explores the complex relationships between design and urban environments. It traces the intellectual roots of urban design, presents a critical appraisal of the imprint and effectiveness of design professions in shaping urban environments, examines the role of design in the material culture of contemporary cities, and explores the complex linkages among designers, producers and distributors in contemporary cities, for example: fashion and graphic design in New York; architecture, fashion and publishing in London; furniture, industrial design, interior design and fashion in Milan; haute couture in Paris and so on. This book offers a distinctive social science perspective on the economic and cultural context of design in contemporary cities, presenting cities themselves as settings for design, design services and the 'affect' associated with design.

This book offers a comprehensive understanding of cultural heritage in Japan and its relationship with both domestic and international tourism. Japan has witnessed an increase in tourism, with rising visitor numbers to both established destinations and lesser known sites. This has generated greater attention towards various aspects of Japanese culture, heritage and society. This book explores these diverse aspects of everyday life in Japan and their interconnections with tourism. It begins with a conceptual framework of key theories related to heritage and tourism, serving as a useful apparatus for further discussions in the following chapters. Each chapter studies a specific aspect of Japan's cultural heritage, from the history of Japan, the development of war sites, such as Hiroshima and Nagasaki, to tourist destinations, indigenous communities and their places of residence, festivals such as matsuri, to popular culture and media. Each chapter discusses a certain type of cultural heritage first in a global context and then examines it in a Japanese context, aiming to demonstrate the relation between these two different contexts. In each chapter, furthermore, how a particular kind of Japan's cultural heritage is utilised as tourism resources and how it is perceived and consumed by international and domestic tourists are discussed. Finally, the book revisits the conceptual framework to suggest future directions for cultural heritage and tourism in Japan. Written in an informative and accessible style, this book will be of interest to scholars, students and practitioners in the fields of tourism, cultural studies and heritage studies.

Across the world, there has been a growing dissatisfaction with the tempo of modern life. Described simply as the 'slow phenomenon', this volume explores this new brand of living that entails not simply slowing down but an embracing of alternative activities that promote meaning, thoughtfulness, engagement and authenticity.

The Oxford Handbook of Consumption consolidates the most innovative recent work conducted by social scientists in the field of consumption studies and identifies some of the most fruitful lines of inquiry for future research. It begins by embedding marketing in its global history, enmeshed in various political, economic, and social sites. From this embedded perspective, the book branches out to examine the rise of consumer culture theory among consumer researchers and parallel innovative developments in sociology and anthropology, with scholarship analyzing the roles that identity, social networks, organizational dynamics, institutions, market devices, materiality, and cultural meanings play across a wide variety of applications, including, but not limited to, brands and branding, the sharing economy, tastes and preferences, credit and credit scoring, consumer surveillance, race and ethnicity, status, family life, well-being, environmental sustainability, social movements, and social inequality. The volume is unique in the attention it gives to consumer research on inequality and the focus it has on consumer credit scores and consumer behaviors that shape life chances. The volume includes essays by many of the key researchers in the field, some of whom have only recently, if at all, crossed the disciplinary lines that this volume has enabled. The contributors have tried to address several key questions: What motivates consumption and what does it mean to be a consumer? What social, technical, and cultural systems integrate and give character to contemporary consumption? What actors, institutions, and understandings organize and govern consumption? And what are the social uses and effects of consumption?

"Simon knows more about Starbucks—and about why so many Americans find perfection in their lattes—than anyone. He connects our deepest desires to be good, smart, ethical consumers with our equally strong yearning to consume in an authentic way. Our coffee, Simon shows, is us."—Sharon Zukin, author of *Naked City*

Featuring a collection of original chapters by leading and emerging scholars, *The Wiley-Blackwell Companion to Sociology* presents a comprehensive and balanced overview of the major topics and emerging trends in the discipline of sociology today. Features original chapters contributed by an international cast of leading and emerging sociology scholars Represents the most innovative and 'state-of-the-art' thinking about the discipline Includes a general introduction and section introductions with chapters summaries by the editor

This book explores the impact in Japan of the rise of global coffee chains and the associated coffee culture. Based on extensive original research, the book discusses the cultural context of Japan, where tea-drinking has been culturally important, reports on the emergence of the new coffee shop consumer experience, and reflects on the link between consumption and identity, on cultural fantasies about modern, Western, or global lifestyles, on the effects of global standardization, and on much more.

Breaking away from the idea that sociology only ever elaborates the negative, *Sociology for Optimists* shows that sociology can provide hope in dealing with social issues through critical approaches that acknowledge the positive. From politics and inequality to nature and faith, Mary Holmes shows how a critical and optimistic sociology can help us think about and understand human experience not just in terms of social problems, but in terms of a human capacity to respond to those problems and strive for social change. With contemporary case studies throughout grounding the theory in the real world, this is the perfect companion/antidote to studying sociology.

As one of the most noteworthy and popular sociology books of all time, *The McDonaldization of Society* 6 demonstrates the power of the sociological imagination to 21st century undergraduates in a way that few other books have. This engaging work of social criticism is praised for sparking debate in and out of the classroom and for allowing students to read in depth on a small number of fascinating topics, and it vividly demonstrates the relevance of Weber's discussion of rationalization (the basis of McDonaldization) to the everyday life of today's student. New and Retained Features: * Links a large number of social phenomena to McDonaldization, some which are directly impacted by the principles of the fast-food chain and others where the effect is more tenuous * A new final chapter (10) on 'The DeMcDonaldization of Society' examines the processes of deMcDonaldization and concludes that while it is occurring on the surface, McDonaldization is alive and well for example, in the structures that underlie Web 2.0+ Many new and updated examples are from the digital world, keeping the text ultimately relevant for the contemporary student reader * Addresses the advantages of McDonaldization, then focuses on the problems and dangers it poses and looks at efforts to deal with those challenges * Examines the link between McDonaldization and globalization * Challenges the reader to rethink McDonaldization as part of the structure of society and to act to reverse the trend towards it

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