



McDonaldization: The Reader

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This companion to the bestselling **The McDonaldization of Society** includes a selection of articles and excerpts that focus on the *application and extension* of the idea of McDonaldization to a wide range of social phenomena, issues, and settings, including the church, state, theme parks, mountain climbing, the sex industry, the family, the police, higher education, the Internet, and more.

With an eye on the events of 9/11/01 and after, this accessible collection provides insights into the way McDonaldization is affecting cultures around the world, the ways in which it does or does not adapt to particular cultures, and various social movements from around the globe that have emerged in opposition to McDonaldization. The book is organized into the following three sections with a concluding essay that reflects on the future of McDonaldization:

- McDonaldization: Basics, Studies, Applications, and Extensions
- The McDonaldization of Social Structures and Institutions
- Culture, Cross-Cultural Analysis, and Social Change

McDonaldization: The Reader is designed for use *with or without* **The McDonaldization of Society** and is an ideal supplemental text for a multitude of courses including introductory sociology; social problems; sociology of organizations, institutions, and structures; social change; sociological theory; sociology of work; economic sociology; sociology of consumption; American studies; and popular culture.

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