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As a student of sociology, I have to say that this is a practical textbook, yet lacking in many aspects. Ritzer tends to simplify some very important aspects of many theories. On the other side, he often pays much attention to less important aspects of grand theories.

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George Ritzer is an American sociologist, professor, and author who studies globalization, metatheory, patterns of consumption, and modern and postmodern social theory. His most notable contribution to date is his concept of McDonaldization, which draws upon Max Weber's idea of rationalization through the lens of the fast food industry. In addition to creating his own theories, Ritzer has also written many general sociology books, including Introduction to Sociology as well as Essentials to Soci

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George Ritzer is Distinguished University Professor at the University of Maryland, where he has been a Distinguished Scholar-Teacher and won a Teaching Excellence award by the American Sociological...

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