



# The McDonaldization of Society 5

*George F. Ritzer*

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## New to McDonaldization 5

- Presents a new concluding chapter on Starbuckization: A new Chapter 10 titled "The Starbuckization of Society?" examines the Starbucks phenomenon in relation to McDonaldization.
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- Features an increased focus on globalization: Global issues are more prevalent throughout this edition, particularly in the discussion of the relationship between McDonaldization and the environment in Chapter 7.
- Looks at precursors and future possibilities of McDonaldization: A revised Chapter 2 combines a discussion of the precursors of McDonaldization and content on dealing with contemporary changes in, and future possibilities of, a McDonaldized world.

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