

1. Record Nr.	UNINA9910450360503321
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Titolo	Explorations in the sociology of consumption [[electronic resource] ] : fast food, credit cards and casinos // George Ritzer
Pubbl/distr/stampa	London, : SAGE, c2001
ISBN	0-7619-7120-3 1-4462-2789-8 1-280-37059-9 9786610370597 1-4129-3329-3
Descrizione fisica	1 online resource (269 p.)
Disciplina	306.3
Soggetti	Consumer behavior - Social aspects Consumption (Economics) - Social aspects Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. [236]-247) and index.
Nota di contenuto	Cover; Contents; Preface; Acknowledgements; Introduction; Chapter 1 - Writing to be Read; Chapter 2 - The Irrationality of Rationality; Chapter 3 - Some Thoughts on the Future of McDonaldization; Chapter 4 - The process of McDonaldization is not uniform: Nor are it's settings, consumer or the consumption of its goods and services; Chapter 5 - Expressing America: A critique of the global credit card society; Chapter 6 - Enchanting a disenchanted; Chapter 7 - Ensnared in the e-net: The future belongs to the immaterial means of consumption Chapter 8 - Globalization theory: Lessons from the exportation of McDonaldization and the new means of consumption Chapter 9 - The new means of consumption and the situationist perspective; Chapter 10 - Thorstein Veblen in the age of hyperconsumption; Chapter 11 - Obscene from any angle: Fast food, credit cards, casinos and consumers; References; Index
Sommario/riassunto	Containing ideas and insights, this text shows how new processes of consumption relate to globalization theory. It discusses the work of Thorstein and Veblen to unearth the fundamental problems of

consumption in older sociological traditions.

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