

1. Record Nr.	UNINA9910457975203321
Titolo	Resisting McDonaldization [[electronic resource] /] / edited by Barry Smart
Pubbl/distr/stampa	London, : SAGE, 1999
ISBN	1-4462-3563-7 0-7619-5517-8 1-282-62300-1 9786612623004 0-85702-618-6
Descrizione fisica	1 online resource (272 p.)
Altri autori (Persone)	SmartBarry
Disciplina	303.48/2
Soggetti	Consumer behavior Franchises (Retail trade) Marketing Consumption (Economics) Capitalism Fast food restaurants Industrial management 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 and index.
Nota di contenuto	Cover; Table of Contents; 1 - Resisting McDonaldization: Theory, Process and Critique; 2 - Golden Arches and Iron Cages: McDonaldization and the Poverty of Cultural Pessimism at the End of the Twentieth Century; 3 - Have You Had Your Theory Today?; 4 - McDonaldization Enframed; 5 - Rich Food: McDonald's and Modern Life; 6 - McCitizens: Risk, Coolness and Irony in Contemporary Politics; 7 - Theme Parks and McDonaldization; 8 - The McDonaldization of Sport and Leisure; 9 - McDonalized Culture: The End of Communication? 10 - Art Centres: Southern Folk Art and the Splintering of a Hegemonic Market 11 - Dennis Hopper, McDonald's and Nike; 12 -

Theorizing/Resisting McDonaldization: A Multiperspectivist Approach;
13 - The Moral Malaise of McDonaldization: The Values of
Vegetarianism; 14 - McFascism?: Reading Ritzer, Bauman and the
Holocaust; 15 - Assessing the Resistance; Index

Sommario/riassunto

The McDonaldization theory argued that contemporary life is succumbing to the standardisation, flexibility and predictability of fast-food service. This text engages in a critical appraisal of this thesis.
