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Nota di contenuto	Cover; Table of Contents; 1 - Introduction: The 'Reality' of Social Theory; 2 - A Mass Society?; 3 - A Post-Industrial Society?; 4 - A Consumer Society?; 5 - A Post-Modern 'Society'?; 6 - A McDonaldized Society?; 7 - A Risk Society?; 8 - A Global Society?; 9 - Theorizing for 'Real'; References; Index
Sommario/riassunto	The author demonstrates that social theory need not be remote and obscure, but if used in imaginative ways, can be indispensable in challenging our common sense perceptions and understandings.