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| Descrizione fisica | 1 online resource (x, 261 p.) |
| Altri autori (Persone) | SmartBarry |
| Disciplina | 303.483 |
| Soggetti | Consumer behavior Franchises (Retail trade) Marketing Consumption (Economics) Capitalism Fast food restaurants Industrial management |
| 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.
