



# **The McDonaldisation of Society: An Investigation Into the Changing Character of Contemporary Social Life**

*George Ritzer*

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# The McDonaldization of Society: An Investigation Into the Changing Character of Contemporary Social Life

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## **The McDonaldization of Society: An Investigation Into the Changing Character of Contemporary Social Life** George Ritzer

The fast-food business, most notably McDonalds, revolutionised not only the restaurant business but also American society and ultimately, the world. Using the model of McDonalds, the author draws on the theories of Weber to produce a social critique. '

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