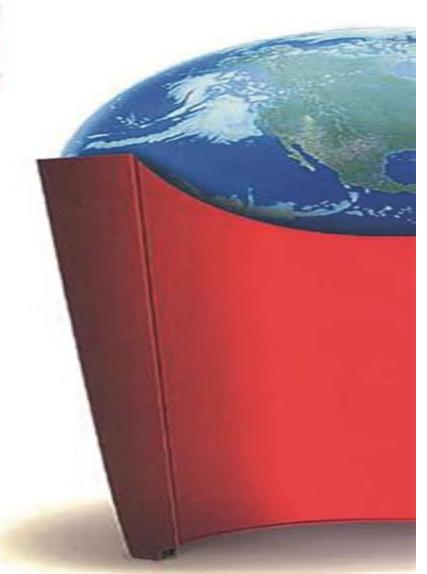
McDonaldization Revisited

Critical Essays on Consumer Culture

Mark Alfino John S. Caputo Robin Wynyard



<u>Mcdonaldization Revisited Critical Essays On Consumer</u> <u>Culture</u>

Dieter Bögenhold, Farah Naz

Mcdonaldization Revisited Critical Essays On Consumer Culture:

McDonaldization Revisited Mark Alfino, John S. Caputo, Robin Wynyard, 1998-01-26 An examination based on George Ritzer's book The McDonaldization of society focusing on consumption Consumer Culture Douglas Goodman, Mirelle Cohen, 2003-11-17 An engrossing review of the development of global consumerism and its impact on sociological issues The phrase shop till you drop has become as American as apple pie and the trend does not appear to be slowing Consumer Culture begins with the history of the consumer culture which reveals that our fascination with consuming shows not only the hidden significance of everyday items such as sugar and fashionable clothing but also reveals the uniqueness of our way of life Consumer Culture also presents the views of economists and sociologists who see consumption as an expression of freedom The book covers the social impact of consumption examining such dubious milestones as physical attacks upon McDonald's and Starbucks and best sellers that are critical of consumption There is coverage of important research such as whether consumers are making rational or impulsive choices and the effect of advertising on children Globaloney Michael Veseth, 2005 Veseth separates rhetoric from reality by taking close ups of classic globalization images and comparing them with unexpected alternative visions Domesticating the World Jeremy Prestholdt, 2008-01-15 Ingeniously stands the study of globalization and trade on its head Edward Alpers Chair of Department of History UCLA

Social Theory in the Real World Steven Miles, 2001-05-18 Social Theory in the Real World is concerned with illustrating the practical benefits of social theory Many students find it hard to relate the real insights provided by social theory to their real life experiences and many lecturers struggle to demonstrate the relevance of social theory to everyday life This book offers an accessible non patronizing solution to the problem demonstrating that social theory need not be remote and obscure but if used in imaginative ways it can be indispensable in challenging our common sense perceptions and understandings The book identifies the key themes of contemporary social theory mass society postindustrialism consumerism postmodernism McDonaldization risk and globa The Child in American Evangelicalism and the Problem of Affluence David A. Sims, 2009-06-01 This work presents an evangelical theology of the child nurtured in the context of American evangelicalism and affluence It employs an eclectic theological critical method to produce a theological anthropology of the affluent American evangelical child AAEC through interdisciplinary evangelical engagement of American history sociology and economics Sims articulates how affluence constitutes a significant impediment to evangelical nurture of the AAEC in the discipline and instruction of the Lord Thus the problem he addresses is nurture in evangelical affluence conceived as a theological anthropological problem Nurture in the cultural matrices of the evangelical affluence generated by technological consumer capitalism in the U S impedes spiritual and moral formation of the AAEC for discipleship in the way of the cross This impediment risks disciplinary formation of the AAEC for capitalist culture cultivates delusional belief that life consists in an abundance of possessions and hinders the practice of evangelical liberation of the poor on humanity s

underside The result is the AAEC s spiritual moral lack in late modernity Chapter 1 introduces the problem of the AAEC Chapters 2 and 3 provide a diachronic lens for the theological anthropology of the AAEC through critical assessment of the theological anthropologies of the child in Jonathan Edwards Horace Bushnell and Lawrence Richards Chapters 4 and 5 constitute the synchronic perspective of the AAEC Chapter 4 presents an evangelical sociology of the AAEC drawing upon William Corsaro's theory of interpretive reproductions and chapter 5 constructs an evangelical theology of the AAEC through critical interaction with John Schneider's moral theology of affluence Chapter 6 Whither the AAEC concludes with a recapitulation of the work and a forecast of possible futures for the AAEC in the twenty first century Schroeder, 2014-11-27 Branding has emerged as a cornerstone of marketing practice and corporate strategy as well as a central cultural practice In this book Jonathan Schroeder brings together a curated selection of the most influential and thought provoking papers on brands and branding from Consumption Markets and Culture accompanied by new contributions from leading brand scholars Giana Eckhardt John F Sherry Jr Sidney Levy and Morris Holbrook Organised into four perspectives cultural corporate consumer critical these papers are chosen to highlight the complexities of contemporary branding through leading consumer brands such as Disney eBay Guinness McDonalds Nike and Starbucks They address key topics such as celebrity branding corporate branding place branding and retail branding and critique the complexities of contemporary brands to provide a rich trove of interdisciplinary research insights into the function of brands as ethical ideological and political objects This thought provoking collection will be of interest to all scholars of marketing consumer behaviour anthropology and sociology and anyone interested in the powerful roles brands play in consumer s lives and cultural discourse Strategic Ouestions in Food and Beverage Management Roy Wood, 2018-01-03 This book provides students with a series of critical reviews of issues in food and beverage management addressing a variety of managerial dilemmas of a more complex nature such as how important is the meal experience and is food an art form These are accompanied by discussion points questions and case studies to aid application critical thinking and analysis Written by leading hospitality academic this short critical yet accessible text will be value for all future hospitality managers

International Encyclopedia of Organization Studies Stewart Clegg, James R. Bailey, 2008 Describing the field spanning individual organisation societal and cultural perspectives in a cross disciplinary manner this is the premier reference tool for students lecturers academics and practitioners to gather knowledge about a range of important topics from the perspective of organisation studies **Filming Shakespeare in the Global Marketplace** M. Burnett, 2007-01-31 This exciting new title investigates the explosion of Shakespeare films during the 1990s and beyond Linking fluctuating Shakespeares with the growth of a global marketplace the dissolution of national borders and technological advances this book produces a fresh awareness of our contemporary cultural moment The Politics of Economic Life Martin Beckstein, 2015-09-07 In recent years economic life has become increasingly politicized now every company has a philosophy promising its customers some

ethical surplus in return for buying their products consumers shop for change workers engage in individualized forms of employee activism such as whistleblowing and governments contribute to the re configuration of the economic sphere as a site of political contestation by reminding corporate and private economic actors of their duty to do their bit The Politics of Economic Life addresses this trend by exploring the ways in which practices of consumption work production and entrepreneurship are imbued with political strategy and ideology and assesses the potentials and perils of the politicization of economic activity for democracy in the 21st century Consumption and Life-Styles Dieter Bögenhold, Farah Naz, 2018-12-31 This book takes an interdisciplinary approach to the world of consumption covering different topics and including sociological economic and marketing aspects The term consumption is vague and even in academic disciplines the term is used in a variety of ways Consumption research asks how earnings and spending are related to each other More generally consumption research investigates how people social classes or societies realize their consumption practices The question of how consistent preference structures are due to changing empirical backgrounds of time space and related culture is frequently asked Which context variables historical time geographical framework cultural background specify the practice of consumption and in which way do attributes such as age gender class occupation and life style have their own impacts on the way in which consumption is realised This book will be of interest to researchers working in economics sociology marketing aesthetics and design anthropology and communication studies **Comics as History, Comics as Literature** Annessa Ann Babic, 2013-12-11 This anthology hosts a collection of essays examining the role of comics as portals for historical and academic content while keeping the approach on an international market versus the American one Few resources currently exist showing the cross disciplinary aspects of comics Some of the chapters examine the use of Wonder Woman during World War II the development and culture of French comics and theories of Locke and Hobbs in regards to the state of nature and the bonds of community More so the continual use of comics for the retelling of classic tales and current events demonstrates that the genre has long passed the phase of for children's eyes only Additionally this anthology also weaves graphic novels into the dialogue with comics Fast Food Nation Eric Schlosser, 2012 An exploration of the fast food industry in the United States from its roots to its long term consequences **Managing Professional Identities** Mike Dent, Stephen Whitehead, 2013-04-15 This book addresses the nature of current shifts in professional and managerial knowledge and practice particularly in relation to power and accountability Connecting with current debates concerned with work and identity the book will present a range of theoretical and empirical accounts of the dilemmas and issues facing specialists in various organizational arenas as they seek to adapt to the challenges of organizational and cultural transformation Contributions offer innovative and sophisticated theoretical engagements which draw upon various perspectives including those of post structuralism feminism post marxism and post modernism Between Resistance and Expansion Peter Probst, Gerd Spittler, 2004 This book grew from an International Symposium on Local Vitality and the

Globalization of the Local at Bayreuth University in May 2002 Creating Postwar Canada Magda Fahrni, Robert Rutherdale, 2008-07-01 Creating Postwar Canada showcases new research on this complex period exploring postwar Canada s diverse symbols and battlegrounds Contributors to the first half of the collection consider evolving definitions of the nation examining the ways in which Canada was reimagined to include both the Canadian North and landscapes structured by trade and commerce The essays in the latter half analyze debates on shopping hours professional striptease the provider role of fathers interracial adoption sexuality on campus and illegal drug use issues that shaped how the country defined itself in sociocultural and political terms This collection contributes to the historiography of nationalism gender and the family Strategic Questions in Food and Beverage Management Roy C. consumer cultures and countercultures Wood, 2010-02-17 Strategic Questions in Food and Beverage Management examines both enduring and topical issues in the field Written in a clear accessible and distinctive style this is a comprehensive text for all areas of Food and Beverage Hospitality Hotel and Catering Management With contributions from widely respected and acclaimed thinkers in the field of hospitality this text tackles hot topics such as Is McDonaldization inevitable Do restaurant reviews have any impact Can hotel restaurants ever be profitable Celebrity chefs and cooks do we need them Challenging and provocative Strategic Questions in Food and Beverage Management is an essential text for all final year and postgraduate students of hospitality

Understanding Global Environmental Politics M. Paterson, 2000-04-07 Understanding Global Environmental Politics develops a new critical approach to global environmental politics It argues that the major power structures of world politics are deeply problematic in ecological terms and that they cannot be easily used to resolve major environmental challenges such as global warming Instead of simply advocating the construction of new international institutions to respond to such challenges therefore the book argues that the construction of alternative social and political structures in necessary A Lecturer'S Guide To Further Education Hayes, Dennis, Marshall, Toby, Turner, Alec, 2007-10-01 What are the key issues in FE How does FE differ from other sectors of Education What does the future hold for FE This book offers a unique and provocative guide for all lecturers committed to providing the best education and training possible in the changing world of Further Education The authors examine key issues such as How teaching in FE differs from others sectors The motivations of learners The use of new technologies in the classroom The techniques adopted by college managers The changing assessment methods The introduction of personalised learning An analysis of the politics behind the training of lecturers Written in an accessible style every chapter presents a different and challenging approach to key issues in Further Education A Lecturer's Guide to Further Education is essential reading for all new and experienced Further Education lecturers

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