

Contents

Preface	vii
1 Introduction: McDonaldization and Beyond	1
Part I: Theoretical Issues	16
2 Mannheim's Theory of Rationalization: An Alternative Resource for the McDonaldization Thesis?	16
3 The McDonaldization of American Sociology: A Metasociological Analysis	35
4 Munch(ing) on McDonald(ization) of Social Theory	52
Part II: The Expansion of McDonaldization	59
5 McJobs: McDonaldization and Its Relationship to the Labor Process	59
6 McDonaldization: The New "American Menace"	71
7 Globalization, McDonaldization and Americanization	81
8 Credit Cards, Fast-Food Restaurants and Increasing Rationalization	95
Part III: The New Means of Consumption	117
9 The "New" Means of Consumption: A Postmodern Analysis	117
10 "McDisneyization" and "Post-Tourism:" Complementary Perspectives on Contemporary Tourism	134
11 McUniversity in the Postmodern Consumer Society	151
12 Dealing with the New Means of Consumption	163
Part IV: McDonaldization Redux	174
13 Some Concluding Thoughts on the McDonaldization Thesis	174
References	192
Name Index	203
Subject Index	206