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Dr. Ritzer has served as Chair of the American Sociological Association's Sec- tions on Theoretical Sociology and Organizations and Occupations.

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George Ritzer is an American sociologist, professor, and author who studies globalization, metatheory, patterns of consumption, and modern and postmodern social theory. His most notable contribution to date is his concept of McDonaldization, which draws upon Max Weber's idea of rationalization through the lens of the fast food industry. In addition to creating his own theories, Ritzer has also written many general sociology books, including Introduction to Sociology as well as Essentials to Soci

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He has published in the area of social theory, especially as it relates to questions of subjectivity, in journals such as The Journal for the Theory of Social Behavior and Social Theory & Health. Along with this book he is co-author of Sociological Theory , Classical Sociological Theory , and Modern Sociological Theory, and has co-edited the Wiley-Blackwell Companion to Major Social Theorists , all with George Ritzer.

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About the Author George Ritzer is Distinguished University Professor at the University of Maryland, where he has been a Distinguished Scholar-Teacher and won a Teaching Excellence award by the American Sociological Association, and in 2004, he was awarded an honorary doctorate by LaTrobe University, Melbourne, Australia.