



The Globalization of Nothing 2

By George Ritzer

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The Globalization of Nothing is back in a revised and completely updated **Second Edition**. In this reconceptualized volume, author George Ritzer focuses his attention squarely on the processes of globalization and how they relate to McDonaldization. This revision is shorter, more concise, and spends much less space on the Nothing-Something continuum that he introduced in the *First Edition*.

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Editorial Review

Review

"This edition is a shorter, tighter, and more focused book that deals focally and directly with globalization, at least as it relates to nothing and something. Readers will come away from this revision with not only a new way of looking at globalization but also a sense of the problems posed by the globalization of nothing and the need to find ways to deal with its pernicious aspects." (Savannah Jones 2007-04-12)

About the Author

George Ritzer is Distinguished University Professor at the University of Maryland, where he has also been a Distinguished Scholar-Teacher and won a Teaching Excellence Award. He was awarded the Distinguished Contributions to Teaching Award by the American Sociological Association, an honorary doctorate from LaTrobe University in Australia, and the Robin Williams Lectureship from the Eastern Sociological Society. His best-known work, *The McDonaldization of Society* (8th ed.), has been read by hundreds of thousands of students over two decades and translated into over a dozen languages. Ritzer is also the editor of *McDonaldization: The Reader*; and author of other works of critical sociology related to the McDonaldization thesis, including *Enchanting a Disenchanted World*, *The Globalization of Nothing*, *Expressing America: A Critique of the Global Credit Card Society*, as well as a series best-selling social theory textbooks and *Globalization: A Basic Text*. He is the Editor of the *Encyclopedia of Social Theory* (2 vols.), the *Encyclopedia of Sociology* (11 vols.; 2nd edition forthcoming), the *Encyclopedia of Globalization* (5 vols.), and is Founding Editor of the *Journal of Consumer Culture*. In 2016 he will publish the second edition of *Essentials of Sociology* with SAGE.

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