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Lesson Summary. In summary, George Ritzer was the author of one of the most influential sociology books of all time. He coined the term McDonaldization, which represents the process by which principles of fast food restaurants have come to dominate virtually every aspect of society.

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George Ritzer (born October 14, 1940) 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.

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Ritzer is well known in sociology for his sociological theory textbooks true According to Ritzer, McCulture is a derogatory term he uses for all things globalized, things which have had the distinctiveness sucked right out of them by globalization.

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