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~~Sociological Theory~~

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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George Ritzer's macro/micro integration theory of social analysis. Although known as a sociologist, Ritzer never earned a degree in sociology; he was trained in psychology and business. As Ritzer said in a later interview, "I basically trained myself as a social theorist, and so I had to learn it all as I went."

~~George Ritzer - WikiMili, The Best Wikipedia Reader~~

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.

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