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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 2000 Distinguished Contributions to Teaching Award by the American Sociological Association.

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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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George Ritzer (born October 14, 1940) is an American

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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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Dr. Ritzer's main theoretical interests lie in metatheory as well as applied social theory. In metatheory, his contributions include *Metatheorizing in Sociology* (Lexington Books, 1991), *Sociology: A Multiple Paradigm Science* (Allyn and Bacon, 1975,

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1980), and *Toward an Integrated Sociological Paradigm* (Allyn and Bacon).

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