

## Mcdonalds Globalization And Culture

McDonald's restaurants are found in over 100 countries, serving tens of millions of people each day. What are the cultural implications of this phenomenal success? The widely read—and widely acclaimed—Golden Arches East argues that McDonald's has largely become divorced from its American roots and become a "local" institution for an entire generation of affluent consumers in Hong Kong, Beijing, Taipei, Seoul, and Tokyo. In the second edition, James L. Watson also covers recent attacks on the fast-food chain as a symbol of American imperialism, and the company's role in the obesity controversy currently raging in the U.S. food industry, bringing the story of East Asian franchises into the twenty-first century. Praise for the First Edition: "Golden Arches East is a fascinating study that explores issues of globalization by focusing on the role of McDonald's in five Asian economies and [concludes] that in many countries McDonald's has been absorbed by local communities and become assimilated, so that it is no longer thought of as a foreign restaurant and in some ways no longer functions as one." —Nicholas Kristof, New York Times Book Review "This is an important book because it shows accurately and with subtlety how transnational culture emerges. It must be read by anyone interested in globalization. It is concise enough to be used for courses in anthropology and Asian studies." —Joseph Bosco, China Journal "The strength of this book is that the contributors contextualize not just the food side of McDonald's, but the social and cultural activity on which this culture is embedded. These are culturally rich stories from the anthropology of everyday life." —Paul Noguchi, Journal of Asian Studies "Here is the rare academic study that belongs in every library."—Library Journal

An ambitious, original book describing a century of Europe coping with America: its inventions, personalities, films, armies, business, and politics. These decades reveal how much emotional energy Europeans invested in finding their own ways to reconcile tradition and modernity under the pressure of the ever-evolving American challenge.

This new edition of Friedman's landmark book explains the flattening of the world better than ever- and takes a new measure of the effects of this change on each of us.

My mouth watered when first I saw the publication of this title, as it promised a next step in the exploration of cultural phenomena from within a culture's view and vision of itself. George Simons, Delta Intercultural Academy Essential reading for all practitioners and researchers who seek to gain greater insights on cultural differences and leadership competencies. Rosalie Tung, Simon Fraser University, Past President, Academy of Management and author of 11 books including Learning from World Class Companies This fascinating collection of local mythology shows how widely leadership models differ across nations, and how deeply these differences are rooted. True global leadership is based on

empathy with local variety. Geert Hofstede, Maastricht University, The Netherlands, author of *Culture's Consequences: Comparing Values, Behaviors, Institutions and Organizations Across Nations* I have yet to come across a more captivating study of global leadership patterns. The reader is taken into largely uncharted territory linking globalisation, culture and leadership. Delving deep into folklore, mythology and spirituality we begin to understand how these are manifested in human behaviour and are exhibited in leadership styles. A must-read! S. Ramadorai, CEO of Tata Consultancy Services . . . intriguing and worthy book . . . If you are a voracious reader of books on leadership and management style, this 4 part book does provide copious food for thought. The extensive bibliographies at the end of every article/chapter offer excellent suggestions for your further reading and research and it's a great series of 21st century critical commentaries. *The Barrister Magazine* This ground-breaking book explains how deep-seated cultural mythologies shape contemporary global leaders and provides insights into navigating the dynamics and complexities in today's era of globalization. The authors use myths to uncover core characteristics and values from 20 different cultural contexts spanning all major regions of the world the Americas, Europe, Africa and the Middle East, and Asia and the Pacific Rim that have evolved over generations and continue to shape global leadership models. Commentaries are included from practicing managers and leaders to provide real world insights on the implications of the ideas discussed. International managers and executives, public officials, business consultants and corporate trainers will welcome the insights on cross-cultural leadership styles. The book will also find interest from researchers and students across a broad array of professional and social science disciplines.

When Coca-Cola was introduced in France in the late 1940s, the country's most prestigious newspaper warned that Coke threatened France's cultural landscape. This is one of the examples cited in Richard Kuisel's engaging exploration of France's response to American influence after World War II. In analyzing early French resistance and then the gradual adaptation to all things American that evolved by the mid-1980s, he offers an intriguing study of national identity and the protection of cultural boundaries. The French have historically struggled against Americanization in order to safeguard "Frenchness." What would happen to the French way of life if gaining American prosperity brought vulgar materialism and social conformity? A clash between American consumerism and French civilisation seemed inevitable. Cold War anti-Communism, the Marshall Plan, the Coca-Cola controversy, and de Gaulle's efforts to curb American investment illustrate ways that anti-Americanization was played out. Kuisel also raises issues that extend beyond France, including the economic, social, and cultural effects of the Americanized consumer society that have become a global phenomenon. Kuisel's lively account reaches across French society to include politicians, businessmen, trade unionists, Parisian intelligentsia, and ordinary citizens. The result reveals much about the French—and about Americans. As Euro Disney

welcomes travellers to its Parisian fantasyland, and with French recently declared the official language of France (to defend it from the encroachments of English), Kuisel's book is especially relevant.

From politics and war, to jeans and sneakers: a look at America's influence on the world from an international perspective On the day after 9/11, foreign newspapers ran headlines announcing "We Are All Americans Now." Though the sentiment was not new, it was also not quite the same as when Henry Luce announced in 1941, the inauguration of what he called "the American Century," during which the US was to raise all men "from the level of the beasts to what the Psalmist calls a little lower than angels." When America suddenly emerged as a global power in the postwar period, the world—with pockets of resistance from France, Russia, and Japan in particular—was happy to be remade in the US image. America dazzled, and sometimes intimidated, older, staler, less innovative cultures. The affluence it placed on display was something to which most other countries aspired, and it was this fantasy that helped win the Cold War. Fast forward to today and the Chinese state news agency Xinhua, days before a possible financial default by the US government, calling for a de-Americanized world. A context for Peter Conrad's grand tale is, inevitably, politics, war, and commerce, but for the most part he draws on his brilliant repertoire of cultural skills to assess, surprise, invigorate, and delight us with his kaleidoscopic presentation of the movies and music, jeans and sneakers, food and refrigerators, novels and paintings that have shaped so much of the world in our lifetimes.

Now in its Eighth Edition, George Ritzer's *McDonaldization of Society* continues to stand as one of the pillars of modern day sociological thought. By linking theory to 21st century culture, this book resonates with students in a way that few other books do, opening their eyes to many current issues, especially in the areas of consumption and globalization. Through vivid, story-telling prose, Ritzer provides an insightful introduction to the ways in which the principles of the fast-food restaurant are coming to dominate sectors of American society as well as the rest of the world. This new edition has been fully updated to include a new focus on McDonaldization of the workforce.

This unique and engaging anthology introduces students to the major concepts of globalization within the context of the key debates and disputes. Introduces globalization through its basic concepts, rather than thematically; a distinctive approach that provides students with a better grasp of what social science has to offer on the topic Utilizes concepts from interdisciplinary sources, bringing together work from key figures across a number of fields - from Weber and Marx, to contemporary figures in the field, including Beck, Bauman, Castells, and Homi Bhabha Includes excerpts to illustrate ideas, all at an appropriate level of difficulty for an undergraduate audience Offers all of this in the dynamic context of major debates surrounding the basic concepts and the fundamental realities of globalization Designed so it can be used independently, or alongside Ritzer's *Globalization: A Basic Text* for a complete student resource

Latest update of this internationally popular anthology from George Ritzer.

Publisher description

Short Course books are written from an international perspective for an international audience.

The author illuminates the process of "Latinization" currently underway in the U.S., tracing the largest migration in the history of the Americas--the movement north of large numbers of people from Latin America. Simultaneous. (Social Science)

Globalization: The Reader addresses the big issues: communications and global media, political economy, cultural homogeneity and heterogeneity, new technologies, tourism, beliefs, and identity.

DIVAn examination of the increased presence of Japanese media and popular culture in the rest of Asia and the way it has transformed Japanese self-understanding./div

The Sign of the BurgerMcDonald's and the Culture of PowerTemple University Press

This book explores centuries of power relations and imperial and civilizing rhetorics, overarching themes highlighted in these infrequently heard accounts by eastern travelers to the West. Considered in depth are evolutions in mental frameworks and practices that led to the emergence of anticolonial consciousness and strategies of protest.

This book discusses contemporary Chinese philosophy. It is the outcome of the author's own twenty year-long studies on the relationship between modernization and Chinese culture from the perspective of cultural reconstruction and philosophical reflection. The book highlights the author's opinions and research outcomes. Part I Culture 1 1 The Basic Spirit of Ancient Chinese Culture I. Schools of thought on the basic spirit of ancient Chinese culture II. The cultural spirit with humanism as its core 2 Types and Characteristics of Chinese Culture I. The culture of ethical politics that seeks good governance II. Characteristics of the studies of ancient Chinese culture 3 Thinkers and Cultural Traditions I. Thinkers and connotations of cultural traditions II. The major cultural tradition promoted by thinkers III. The main approaches taken by the thinkers to shaping cultural traditions IV. The relationship between thinkers and the cultural traditions V. Absorbing historic resources and reconstructing the cultural traditions 4 The Study of Ancient Chinese Culture and the Spirit of the Times I. The connotation, content and scope of studies of ancient Chinese culture II. The essence of the debate about ancient Chinese culture is how to achieve China's modernization III. The interaction between ancient Chinese culture and the spirit of the times 5 Ancient Chinese Culture and the Chinese Spiritual Homeland I. What is the spiritual homeland? Ancient Chinese culture III. Constructing the Chinese spiritual homeland 6 Traditional Chinese Thought on Humanism I. The indomitable spirit of observing the Way II. The ideal of worshipping the mean and valuing harmony III. The consciousness of tolerance of "cultural China" IV. The conservative and innovative consciousness of evolution V. The pursuit of morality and justice VI. The function of traditional Chinese humanism 7 Issues of the Chinese Culture and the Chinese Spirit I. The connotation and function of cultural spirit and national spirit II. The relationship between Chinese culture and the Chinese spirit III. The innovative study of the spirit of Chinese culture IV. The human spirit, cultural spirit and national spirit 8 The Developmental Direction of Chinese Culture and the Self-improvement of National Spirit: The Efforts of Chinese Cultural

Modernization from the Perspective of Three "Cultural Declarations" I. The main content and the value themes of the three "Cultural Declarations" II. The value of the modern neo-Confucian "Cultural Declaration" III. The similarities and differences of the three "Cultural Declarations" IV. The enlightenment of the three "Cultural Declarations" for developmental directions of Chinese culture 9 Cultural Criticism and the Value Reconstruction: A prospective look at the future of Chinese culture I. Cultural critique, values reconstruction and civilization renaissance II. The cultural criticism and value reconstruction in the course of modern history III. The modern spiritual direction of reconstructing the values 10 National Cultural Qualities and Rebuilding the Humanistic Spirit I. The quality of national culture is a diverse and open system II. The value orientations of the human spirit III. The relationship between the cultural qualities of the nation and the spirit of humanity IV. How to rebuild the human spirit V. The main contents of the new humanistic spirit vi Between Tradition and Modernity 11 Economic Globalization and the Construction of National Culture I. Economic globalization cannot counteract cultural nationality II. A rational view of nationalism III. Adhering to and enhancing the cultural nationality 12 Cultural Globalization and Cultural Construction in Contemporary China I. "Cultural globalization" is a factual judgment II. Cultural globalization is subordinate to cultural diversity Part II Philosophy 13 Confucian Cultural Tradition and National Cohesion I. The specific meaning of the traditional Confucian culture and its spiritual values II. The cultural connotation of Chinese national cohesion and modern values III. The relationship between tradition of Confucian culture and Chinese national cohesion 14 Confucian Culture and the Construction of a Contemporary Humanistic Spirit I. A rational pursuit of Confucian culture II. The practical needs of contemporary culture building III. The positive value of Confucian culture and the construction of contemporary humanistic spirit 15 Approaches to Promoting Economic Development through Confucian Culture I. Dual roles of Confucian culture in economic development II. A practical approach to promoting economic development through Confucian culture 16 Modernization and Marginalization of Confucianism I. The origin and connotation of modernization and marginalization of Confucianism II. On the modernization of Confucianism III. On the marginalization of Confucianism IV. The tension between the modernization and marginalization of Confucianism 17 Confucianism and Schools of Thoughts in Modern China. I. Tripartite situation of culture: Conservatives, reformists and revolutionaries II. Academic schools of thought: Marxism, Western schools and Neo-Confucianism III. Approaches to cultural reconstruction: Seeking gradual improvement through radical means IV. The contemporary fate of Confucianism 18 Formation of Ruling by Rites in the Han dynasty and its Ideological Features I. The embryonic stage of ruling by rites: The establishment of the country by the Emperor Gaozu of Han to the period of Emperors Wendi and Jingdi of the Han dynasty II. The establishment stage of ruling by rites: the periods from Emperor Wudi to Emperors Zhaodi and Xuandi of the Han dynasty III. The mature stages: During the period of Emperor Zhangdi of the Eastern Han dynasty IV. The ideological characteristics of the Han dynasty 19 The Political Philosophy of Dong Zhongshu I. The political theory of benevolent governance with morality given priority over penalty II. The theory of the historical cycle of three unities III. The theory of political order of "Heaven changeth not, likewise the Way changeth not" 20 Dong Zhongshu's Thought on Heaven and Man and its Significance in Cultural History I. The theory of mutual interaction between Heaven and humanity II. The theory of harmony

between man and nature III. The theory of the unity of nature and mankind with the ruler in the center IV. The significance of Dong Zhongshu's theory of nature and mankind in cultural history 21 Dong Zhongshu's Way of Thinking I. The integrated logical approach of analogy and alignment II. The holistic, intuitive and experiential way of thinking III. The reform principles of respecting Heaven and the practice of the ancient times viii Between Tradition and Modernity 22 The Cultural Interpretation of Dong Zhongshu's ideal I. The great aspiration and noble ideal of the unity of the country II. The pursuit of harmony and fairness III. The strategic vision of long-term stability 23 The Confucian Orientation and Characteristics of the New School in Kang Youwei's "On Dong Zhongshu's Study of Spring-Autumn" I. The structure of On Dong Zhongshu's Study of Spring-Autumn 330 II. The content and themes of "On Dong Zhongshu's Study of Spring-Autumn" III. "On Dong Zhongshu's Study of Spring-Autumn" and the Reformation Movement IV. The Guangdong flavor of "On Dong Zhongshu's Study of Spring-Autumn" 24 Challenges and Issues of Developing Contemporary Neo-Confucianism I. The dilemma between openness and conservatism II. The gap between the ambition of reviving Confucianism and the desolate reality of the Confucian school III. The conflict between the traditional values and norms of "Back to Basics" and the modern concept of openness IV. The divorce between the spirit of criticism and the consciousness of self-reflection V. The paradox between the intentions of modernizing Confucianism and the reality of its marginalization VI. The total lack of an ideal carrier of Confucian values and ideals 25 A Close Examination of the Study of Chinese Philosophy in the 20th Century and a Prospective Look at its Development in the New Century I. The first half of the twentieth century II. The second half of the twentieth century III. Achievements and shortcomings in the century IV. A look into the new century The Postscript of the English version

Media, Communication, Culture offers a bold and comprehensive analysis of developments in the field amidst the effects of postmodernism and globalization. James Lull, one of the leading scholars in the discipline, draws from a wide range of social and cultural theory, including the work of John B. Thompson, Thomas Sowell, Nestor Garcia Canclini, Anthony Giddens and Samuel P. Huntington, to formulate a well balanced and highly original account of key contemporary developments worldwide. The first edition of Media, Communication, Culture became a well established introductory text. For this new edition coverage has been expanded from six to ten chapters, and has been thoroughly updated to include all new developments in the field. In his familiar and accessible style, Lull brings to life a diverse range of examples and mini case studies which will prove invaluable to the reader. These range from the hip-hop hybrids of New Zealand's Maori youth and the vastly divergent meaning of race and culture in Brazil and the United States to the global impact of McDonalds and Microsoft. Complex theoretical ideas such as globalization, symbolic power, popular culture, ideology, consciousness, hegemony, social rules, media audience, cultural territory, and superculture are explained in a clear and engaging way that challenges traditional understandings. By connecting major streams of theory to the latest trends in the global cultural mix, the book provides a fresh and unsurpassed introduction to media, communication and cultural studies. It will prove essential reading for undergraduates and above in the fields of media studies, communication studies, cultural studies and the sociology of culture.

A third edition of this book is now available. Now in a fully revised and updated edition, this concise and insightful book explores the ways American popular products such as movies, music, television programs, fast food, sports, and even clothing styles have molded and continue to influence modern globalization. Lane Crothers offers a thoughtful examination of both the appeal of American products worldwide and the fear and rejection they induce in many people and nations around the world. Concluding with a projection of the future impact of American popular culture, this book makes a powerful argument for its central role in shaping global politics and economic development.

This reader was developed to be used in numerous courses taught in sociology. It is appropriate for an introductory course, as well as a social problems or special topics course. The readings have been selected from numerous well respected sociology journals and they have been edited to make them more "user friendly" for the undergraduate student. This reader allows undergraduate students to read about the major topics in sociology in the words of the original authors. The reader includes a topic guide to help the instructor better integrate the material into their course and well-crafted section openers place each article in context for the student. This series of readings has been vetted by an Advisory Board of sociology instructors to ensure quality.

Explores the homogenization of American culture and the impact of the fast food industry on modern-day health, economy, politics, popular culture, entertainment, and food production.

A Frenchman rents a Hollywood movie. A Thai schoolgirl mimics Madonna. Saddam Hussein chooses Frank Sinatra's "My Way" as the theme song for his fifty-fourth birthday. It is a commonplace that globalization is subverting local culture. But is it helping as much as it hurts? In this strikingly original treatment of a fiercely debated issue, Tyler Cowen makes a bold new case for a more sympathetic understanding of cross-cultural trade. Creative Destruction brings not stale suppositions but an economist's eye to bear on an age-old question: Are market exchange and aesthetic quality friends or foes? On the whole, argues Cowen in clear and vigorous prose, they are friends. Cultural "destruction" breeds not artistic demise but diversity. Through an array of colorful examples from the areas where globalization's critics have been most vocal, Cowen asks what happens when cultures collide through trade, whether technology destroys native arts, why (and whether) Hollywood movies rule the world, whether "globalized" culture is dumbing down societies everywhere, and if national cultures matter at all. Scrutinizing such manifestations of "indigenous" culture as the steel band ensembles of Trinidad, Indian handweaving, and music from Zaire, Cowen finds that they are more vibrant than ever--thanks largely to cross-cultural trade. For all the pressures that market forces exert on individual cultures, diversity typically increases within society, even when cultures become more like each other. Trade enhances the range of individual choice, yielding forms of expression within cultures that flower as never before. While some see cultural decline as a half-empty glass, Cowen sees it as a glass half-full with the stirrings of cultural brilliance. Not all readers will agree, but all will want a say in the debate this exceptional book will stir.

The quality of customer experience has become more important in recent times as businesses struggle to differentiate themselves. But what are the emerging trends that businesses should focus on today? The authors explore the growing trends that progressive

businesses need to understand to give themselves a competitive advantage.

Enth.: A mediated world : the globalization of society and the role of media / Stig Hjarvard. Globalisation, Americanisation and politicisation of media research / Daniel Biltereyst. Globalization and national identity in Danish television : the return of the nation / Henrik Søndergaard. Global genre and the complexity of proximity / Hanne Bruun. Globalisation and localisation, TV coverage of the Olympic Games in Sydney 2000 / Kirsten Frandsen. Beyond imagined community? Transnational media and Turkish migrants in Europe / Kevin Robins. Miss World going Deshi : addressing an Indian television audience with a global media product / Norbert Wildermuth. Communicating models : the relevance of models for research on the worlds of the internet.

Half of this new, post-Cold War world is intent on building a better Lexus, on streamlining their societies and economies for the global marketplace, while the other half is locked in elemental struggles over who owns which olive tree, which strip of land.

Through creative use of examples, case studies and exercises from organizations worldwide, this book demonstrates the many levels at which globalization impacts on contemporary businesses, society and organizations.

Few contemporary societies remain beyond the global reach of today's fast food industry. In both profound and subtle ways, this style of cuisine and the corporate brands that promote it have effectively transformed the appetites, health profiles, and consumer sensibilities of millions the world over. To better understand the variegated impact of McDonald's and other national and international quick-service eateries on local life within a non-western urban context, Ty Matejowsky offers readers a highly engaging and granular account detailing the rise and popularity of these American-style chains throughout the Philippines. In *Fast Food Globalization in the Provincial Philippines*, Matejowsky examines the rich, diverse, and decidedly syncretic food traditions of the Philippines, one of the few global markets where industry giant McDonald's lags behind in competition with an indigenous chain. Drawing on over twenty years of ethnographic fieldwork in two provincial Philippine cities—Dagupan City, Pangasinan and San Fernando City, La Union—Matejowsky has crafted one of the few anthropological accounts of fast food production and consumption within the socioeconomic milieu of a less-developed country. By turns critically engaged and highly reflexive, he examines many of the historical, political, economic, and sociocultural complexities that characterize the Philippines' now thriving fast food scene. Amid intersections of post-colonial resistance, retail indigenization, corporatized childhood experiences, and rising "globesity," Matejowsky considers the myriad ways this seemingly ubiquitous dining format is reimagined by industry players and everyday Filipinos to create something that is both intimately familiar and entirely new.

"This book is a critical introduction to the concepts and realities surrounding what has become the leitmotif of our contemporary world. The book shows that whatever else they may be, the contemporary processes that are impacting on

the world economy and which are variously represented as 'globalization' and/or 'internationalization' are fundamentally geographical processes, for they are tying the planet together in new and different ways."--BOOK JACKET.

This accessible and wide-ranging book demonstrates the distinctive insights that sociology has to bring to the study of globalization. Taking in the cultural, political and economic dimensions of globalization, the book provides a thorough introduction to key debates and critically evaluates the causes and consequences of a globalizing world. In addition to topics such as America's changing position in the world under President Obama, the growth of China as a global power and anti-globalization movements, Martell brings to the discussion other aspects of world affairs that sociologists have sometimes not focused on so much. In doing so, he underlines the importance of economic motivations and structures, and shows how power, inequality and conflict are major factors in globalization. The book argues that globalization offers many opportunities for greater interaction and participation in societies throughout the world, for instance through the media and migration, but also has dark sides such as war and nuclear proliferation, global poverty, climate change and financial crisis. This book will be an ideal companion to students across the social sciences taking courses that cover globalization, and the sociology of globalization in particular.

The advancement of transportation and communication technology has facilitated greater interaction between people throughout the world, a process known as globalization. Because of its various economic, social, cultural, and environmental implications, attitudes toward globalization are ambivalent. There are concerns about the exploitation of people and resources from less economically stable countries and the destruction of cultural traditions, but at the same time it has allowed the world to open up for people on an international scale. It is important to weigh the many costs and benefits of this complicated issue to form a reasoned response, which this book adeptly supports.

This volume explores the phenomenon of Americanization and its worldwide impact, and the cultural consequences of globalization following the terror attacks on New York and Washington, D.C. on September 11th 2001.

Bringing together well-established interdisciplinary scholars - including geographers Phil Hubbard, Chris Philo and Hester Parr, and sociologists Jenny Hockey, Mike Hepworth and John Urry - and a new generation of researchers, this volume presents a wide range of innovative studies of fundamentally important questions of emotion. Following an overarching introduction, three interlinked sections elaborate key intersections between emotions and spatial concepts, on which each chapter offers a particular take informed by substantive research. At the heart of the collection lies a commitment to convey how emotions always spill over from one domain to another, as well as to illuminate the multiplicity of spaces that produce and are produced by emotional life. The book demonstrates the richness that an interdisciplinary engagement with the emotionality of socio-spatial life generates.

## Get Free Mcdonalds Globalization And Culture

Jihad vs. McWorld is a groundbreaking work, an elegant and illuminating analysis of the central conflict of our times: consumerist capitalism versus religious and tribal fundamentalism. These diametrically opposed but strangely intertwined forces are tearing apart--and bringing together--the world as we know it, undermining democracy and the nation-state on which it depends. On the one hand, consumer capitalism on the global level is rapidly dissolving the social and economic barriers between nations, transforming the world's diverse populations into a blandly uniform market. On the other hand, ethnic, religious, and racial hatreds are fragmenting the political landscape into smaller and smaller tribal units. Jihad vs. McWorld is the term that distinguished writer and political scientist Benjamin R. Barber has coined to describe the powerful and paradoxical interdependence of these forces. In this important new book, he explores the alarming repercussions of this potent dialectic for democracy. A work of persuasive originality and penetrating insight, Jihad vs. McWorld holds up a sharp, clear lens to the dangerous chaos of the post-Cold War world. Critics and political leaders have already heralded Benjamin R. Barber's work for its bold vision and moral courage. Jihad vs. McWorld is an essential text for anyone who wants to understand our troubled present and the crisis threatening our future.

The Sign of the Burger examines how McDonald's captures our imagination, both as a shorthand for explaining the power of American culture, and as a symbol of the strength of consumerism.

Containing articles on approaches to and theories of globalization, this collection addresses the making of the modern world from different disciplinary perspectives. This set investigates the major components of globalization in its most comprehensive sense: the nation-state and the system of international relations; the question of self-identity and the individual in the globalization process; human rights, citizenship and the environment; institutional questions including matters of media communication, education, tourism, multinational corporations, migration and intercultural communication. New introductions and a thorough index make this work an indispensable research tool.

The controversial bestseller that caused huge waves in the UK! The Independent calls it "required reading." Noam Chomsky says it "contains valuable information that we should know, over here, for our own good, and the world's." We call it our biggest book so far and will be backing it from day one with guaranteed co-op spending, a national publicity and review blitz, talk radio bookings, various retail sales aids including postcards, and of course the usual full court press on the Web and via email. This is NOT just another 9/11 book: it is the book for those of us trying to understand why America—and Americans—are targets for hate. Many people do hate America, in Europe, Asia, South America and Africa, as well as in the Middle East. Ziauddin Sardar and Merryl Wyn Davies explore the global impact of America's foreign policy and its corporate and cultural power, placing this unprecedented dominance in the context of America's own perception of itself. In doing so, they consider TV and the Hollywood machine as a mirror which reflects both the American Dream and the American Nightmare. Their analysis provides an important contribution to a debate which needs to be addressed by people of all nations, cultures, religions and political persuasions—and especially by Americans. Described by The Times Higher Education Supplement as "packed with tightly argued points," the book is carefully researched and built to withstand the inevitable criticism that will be aimed at it. A book that some reviewers will love to hate and others will praise for its insights, it's guaranteed to cause a stir.

This book provides comprehensive coverage of cross-cultural issues and behavior in tourism, and illustrates how international cultural differences influence travel decision-making --publisher's description.

Annotation Arguing that dominant discourses have designated those who are younger as requiring protection and control, Cannella (education, Texas A & M U.) and Kincheloe (education, CUNY Graduate Center and Brooklyn College) argue that there is a need for a

postmodern childhood studies that challenges regimes of truth, recognizing that children have not generally had a voice in their own creation. They present 11 contributions that move toward such a project of disrupting adult/child dualisms. Chapters discuss the discourses of welfare "reform" in the United States, the construction of childhood by corporate agendas promoting consumption, Korean views of young children, the construction of the Euro-American concept of "voice" as it affects preschoolers in India, and colonialist biases inherent in modernist constructions of education. Annotation c. Book News, Inc., Portland, OR (booknews.com).

Seminar paper from the year 2003 in the subject Business economics - Business Management, Corporate Governance, grade: 1,0, Otto-von-Guericke-University Magdeburg, course: English UNICERT IV, 11 entries in the bibliography, language: English, abstract: The paper "Globalization and Culture" deals with the question of whether it is possible for one system to embrace all cultures. Globalization is the development towards an integrated world system embracing all main schools of thought across all levels of society. The main proponents of this development are technological and institutional advancements. After looking at the main stepping stones in the historical development of globalization a definition of culture is given. Culture is seen as an agreement between people belonging to a group and concerns the meaning of certain actions. Cultures consists of attitudes, beliefs and values. Their elements differ between families, companies and nations. Although these differences exist, there is a tendency towards cultural homogenization caused by globalization. The paper discusses whether it is possible that one system could work for all. It outlines that deep cultural differences still exist. International organizations and national governments have made attempts to save local cultures showing how important it is to protect them. In conclusion it is stressed that it is more important to work on a global acceptance and awareness of other cultures than on creating a global village with a global culture.

George Ritzer's McDonaldization thesis argued that contemporary life is succumbing to the standardization, flexibility and practicability of fast-food service. This book brings together specially commissioned papers by leading social and cultural analysts to engage in a critical appraisal of the thesis. The contributors discuss the roots of the thesis, the rationalization of late modern life, the effects of increasing cultural commodification, the continuing prominence of American cultural and economic imperialism and the impact of globalization on social and cultural life. The strengths and weaknesses of the McDonaldization thesis are clearly evaluated and the irrational consequences of rationalization are pinpointed and critically

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