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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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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.

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