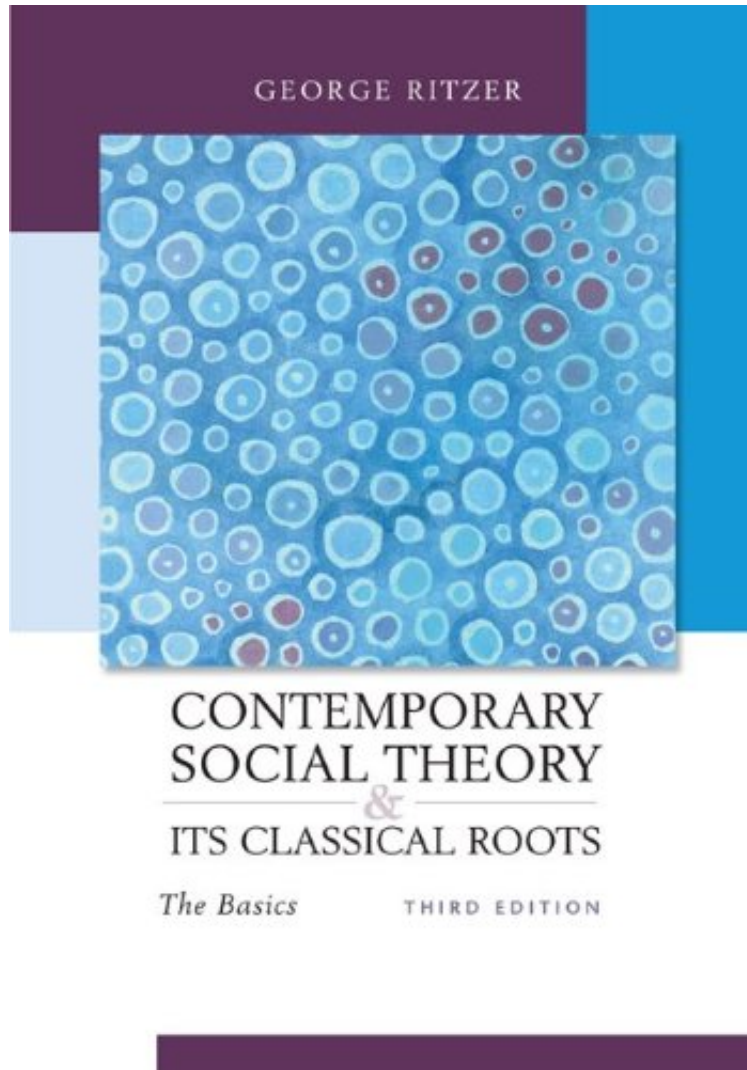


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# Contemporary Social Theory and Its Classical Roots: The Basics, 3rd Edition

*George Ritzer*

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About the AuthorGeorge Ritzer is Distinguished University Professor at the University of Maryland, where he has been a Distinguished Scholar-Teacher and won a Teaching Excellence award by the American Sociological Association, and in 2004, he was awarded an honorary doctorate by LaTrobe University, Melbourne, Australia. He has served as Chair of the American Sociological Association's Sections on Theoretical Sociology and organizations and Occupations. He held the UNESCO Chair in Social Theory at the Russian Academy of Sciences, a Fulbright-Hay Chair at York University in Canada, and a Fulbright-Hays award to the Netherlands. He has been Scholar-in-Residence at the Netherlands Institute for Advanced Study and the Swedish Collegium for Advanced Study in the Social Sciences. 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, 1980), and *Toward an Integrated Sociological Paradigm* (Allyn and Bacon). Professor Ritzer is perhaps best known for the *McDonaldization of Society* (4/e, 2004); translated into more than a dozen languages) and several related books (also with a number of translations, including *Expressing America: A Critique of the Global Credit Card Society* (1995), *Enchanting a Disenchanted World: Revolutionizing the Means of Consumption* (2/e, 2005), *The Globalization of Nothing* (2/e, 2007), and (with Craig Lair) *Outsourcing: Globalization and Beyond*. He edited the *Encyclopedia of Social Theory* (2005), and is the founding editor of the *Journal of Consumer Culture*. He just completed editing the eleven-volume *Encyclopedia of Sociology* (2007) and *The Blackwell Companion to Globalization* (2007). In 2006, McGraw-Hill published the second edition of Professor Ritzer's *Contemporary Sociological Theory and Its Classic Roots: The Basics*. In 2007, McGraw-Hill will publish the seventh edition of *Modern Sociological Theory*, and the fifth edition of *Classical Sociological Theory*. The latter texts, as well as this one, have been translated into a number of languages.