



The Globalization of Nothing 2

By George Ritzer

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The Globalization of Nothing is back in a revised and completely updated **Second Edition**. In this reconceptualized volume, author George Ritzer focuses his attention squarely on the processes of globalization and how they relate to McDonaldization. This revision is shorter, more concise, and spends much less space on the Nothing-Something continuum that he introduced in the *First Edition*.

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The Globalization of Nothing 2 By George Ritzer Bibliography

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Editorial Review

Review

"The book makes a clear, interesting, and compelling argument and it certainly contributes to our understanding of modern culture and society."

(Celestino Fernández 2003-08-26)

"The author does an excellent job in describing and explaining nothing, something, globalization, glocalization, globalization, and their interrelations. Examples are drawn closely from life. They are touchable and powerfully illustrative. The discussion flows well and the text is highly readable."

(Victor N. Shaw 2003-08-26)

"The book will make a valuable contribution to literature. . . . This book continues the trajectory of McDonalization by providing a more sophisticated analytical frame to interpret globalization."

(Douglas H. Constance 2003-08-26)

"The book's strength is that it takes a look at the big picture and is not timid in developing a case for the nothing/something continuum and the increasing globalization of nothing. We have an insufficient number of books in sociology that take on big agendas."

(Steve Zehr 2003-08-26)

"The Globalization of Nothing is a brilliant essay that develops revolutionary ideas based on sharp, penetrating observations. This book is truly the product of a "sociological eye." I do not exaggerate when I use the term "revolutionary." The author presents a phenomenon--or set of phenomena--that stretch sociology's phenomenological field. . . . After you become aware of nothing, you need to rethink the world and the way you look at it."

(Hernan Vera 2003-09-29)

"The Globalization of Nothing is one of the most original analyses of forces operating in the world today. The production and distribution of "nothing" or social formations that are centrally conceived, controlled and comparatively devoid of distinctive content represents a new way to address many of the issues raised by postmodern theory (without all of the jargon and anti-science rhetoric) and world systems theory (without the hoped for collapse of capitalism). It is critical but not shrill. It forces the reader to look at the contemporary work in a new way. The book is highly readable and engaging. It has something to say to the scholar, student, and layperson."

(Jonathan Turner 2003-09-29)

"George Ritzer's **The Globalization of Nothing** provides a highly original take on globalization that illuminates aspects of globalization neglected in standard works. Ritzer produces a wide range of categories, some original, to delineate how globalization produces massification, homogenization, and standardization of consumer products and practices and thus produces a worthy successor to his books **The McDonalization of Society** and **Enchanting a Disenchanted World: Revolutionizing the Means of Consumption.**"

(Douglas Kellner 2003-10-28)

"**The Globalization of Nothing** is an articulate economic thesis by Professor George Ritzer that articulately postulates the short and long-term effects of globalization. . . **The Globalization of Nothing** is a philosophical and clarion warning regarding the creeping and homogenizing impersonality of severe economic forces."

(*THE MIDWEST BOOK REVIEW* 2003-12-01)

"Readers will come away from this revision with not only a new way of looking at globalization but also a sense of the problems posted by the globalization of nothing and the need to find ways to deal with its pernicious aspects."

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About the Author

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. His best-known work, *The McDonaldization of Society* (8th ed.), has been read by hundreds of thousands of students over two decades and translated into over a dozen languages. Ritzer is also the editor of *McDonaldization: The Reader*; and author of other works of critical sociology related to the McDonaldization thesis, including *Enchanting a Disenchanted World*, *The Globalization of Nothing*, *Expressing America: A Critique of the Global Credit Card Society*, as well as a series best-selling social theory textbooks and *Globalization: A Basic Text*. He is the Editor of the *Encyclopedia of Social Theory* (2 vols.), the *Encyclopedia of Sociology* (11 vols.; 2nd edition forthcoming), the *Encyclopedia of Globalization* (5 vols.), and is Founding Editor of the *Journal of Consumer Culture*. In 2016 he will publish the second edition of *Essentials of Sociology* with SAGE.

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