



Enchanting a Disenchanted World: Revolutionizing the Means of Consumption

George F. Ritzer

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The **Second Edition** of **Enchanting a Disenchanted World: Revolutionizing the Means of Consumption** is a unique analysis of the world of consumption, examining how we are different consumers now than we were in the past, both in the U.S. and around the world. In the process of understanding this social development, a wide range of theoretical perspectives including Marxian, Weberian, critical theory, and postmodern theory are applied. The book also looks at concepts such as hyperconsumption, implosion, time and space, and simulation .

Enchanting a Disenchanted World connects the everyday world in a sociological and theoretical way, making it an ideal text for a wide range of undergraduate and graduate courses including introductory sociology, sociology of consumption , social change, popular culture, sociology of leisure, social theory, and economic sociology. The book will also be of value to anyone interested in exploring a sociological analysis of the world's changing and expanding patterns and places of consumption.

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