

CONTENTS

Preface	ix
Acknowledgements	xi
Introduction	1
1 Writing to be Read	11
2 The Irrationality of Rationality	23
3 Some Thoughts on the Future of McDonaldization	46
4 The Process of McDonaldization is Not Uniform: Nor are Its Settings, Consumers or the Consumption of Its Goods and Services	58
5 Expressing America: A Critique of the Global Credit Card Society	71
6 Enchanting a Disenchanted World: Revolutionizing the Means of Consumption	108
7 Ensnared in the E-Net: The Future Belongs to the Immaterial Means of Consumption	145
8 Globalization Theory: Lessons from the Exportation of McDonaldization and the New Means of Consumption	160
9 The New Means of Consumption and the Situationist Perspective	181
10 Thorstein Veblen in the Age of Hyperconsumption	203
11 Obscene from Any Angle: Fast Food, Credit Cards, Casinos and Consumers	222
References	236
Index	248