



Essentials of Sociology Interactive eBook

George Ritzer

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Essentials of Sociology, adapted from Ritzer's **Introduction to Sociology**, Second Edition, provides the same rock-solid foundation in a shorter and more streamlined format. Like the original Ritzer text, **Essentials of Sociology** illuminates traditional sociological concepts and theories, and focuses on some of the most compelling contemporary social phenomena: globalization, consumer culture, the Internet, and the "McDonaldization" of society. As technology flattens the globe, students are challenged to apply a sociological perspective to their world, and to see how "public" sociologists are engaging with the critical issues of today.

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