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Enchanting a Disenchanted World: Continuity and Change in the Cathedrals of Consumption

George F. Ritzer

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The only book to connect the everyday world of the 20-something undergraduate consumer with sound sociological analysis of the world of consumption

Enchanting a Disenchanted World, Third Edition examines Disney, malls, cruise lines, Las Vegas, the world wide web, Planet Hollywood, credit cards, and all the other ways we now consume. Thoroughly updated to reflect the recent economic recession and the impact of the internet, bestselling author George Ritzer continues to explore this book's central thesis: that our society has undergone fundamental change because of the way and the level at which we consume.

This **Third Edition** demonstrates how we have created new "cathedrals" of consumption (places that enchant us so as to entice us to stay longer and consume more) while continuing to take capitalism to a new level. These places of consumption, whether in our homes, the mall, or cyberspace, are in a constant state of "enchanting the disenchanted," luring us through new spectacles because their rational qualities are both necessary and deadening at the same time.

New and Hallmark Features

- Offers a unique analysis of the world of consumption, especially the settings in which consumption takes place
- Discusses the recent global economic recession throughout
- Offers rich details on consuming in such places as Las Vegas, Disney World, on cruise ships, in Wal-Mart, at McDonald's, and, new to this edition, on the Web
- Includes a wide range of theoretical perspectives?Marxian, Weberian, critical theory, postmodern theory?as well as a number of concepts such as hyperconsumption, implosion, simulation, and time and space to show students how sociological theory can be applied to everyday phenomena

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