

m or  
' any  
sher.

# Contents

About the Author	vii
Preface	ix
1. Globalization: A New Conceptualization	1
Key Topics in the Study of Globalization	4
Globalization Theories	6
Glocalization and Globalization	15
Globalization: The Major Processes	20
Glocal, Grobal, and Local	30
2. Nothing (and Something): Another New Conceptualization	34
Defining Nothing	36
Defining Something	38
The Something-Nothing Continuum	40
Globalization and the Dimensions of Nothing	58
3. Meet the Nullities: <b>Nowplaces</b> , Northings, Nowpeople, and <b>Nowservices</b>	59
Nowplaces (and Places)	60
Nowthings (and Things)	74
Nowpeople (and People)	78
Nowservices (and Services)	83
Relationships Among the Nullities	85
An Illustrative Excursion to the Movies	90
4. Nothing: Caveats and Clarifications	93
Conceptual Aids in Understanding Nothing	93
Some Paradoxes	95
The Social Construction of Nothing	100
The Economics of Nothing (and Something)	104
In Defense of Nothing	114

5. The Globalization of Nothing	118
Elective Affinities	121
Globalization: Loose Cultural and Tight Structural Forms	131
The Globalization of Nothing: Enabling Factors	133
6. Theorizing Glocalization and <b>Grobalization</b>	138
Theorizing the Globalization of Culture	139
Analyzing Sport: Use and Abuse of the Concept of Glocalization	141
Analyzing McDonaldization Anthropologically: More Use and Abuse of Glocalization	148
Thinking About the Fate of the Local	157
Contributions to Cultural Theories of Globalization	161
7. <b>The Globalization of Consumer</b>	
<b>Culture—and Global Opposition to It</b>	162
Elements of Consumer Culture	163
Driving Forces Behind the Globalization of Consumer Culture	169
The Role of Branding	174
Beyond the Usual "Consumer" Suspects	180
Global Attacks on the Symbols of American Consumer Culture	184
The Globalization of Nothing and September 11, 2001	188
8. <b>Loss Amidst Monumental Abundance—and</b>	
<b>Global Strategies for Coping With It</b>	192
Theory and the Paradoxes of Consumer Culture	193
Loss Amidst Monumental Abundance	195
Strategies for Overcoming the Sense of Loss	202
<b>Notes</b>	217
<b>Index</b>	<b>241</b>

PPN: 261626221

Titel: The globalization of nothing 2 / George Ritzer. - Thousand Oaks, Calif. [u.a.] : Pine Forge Press, 2007

ISBN: 978-1-4129-4021-4(hbk.)£62.00; 978-1-4129-4022-1(pbk.)£19.99

Bibliographischer Datensatz im SWB-Verbund