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toward "McDonaldization." The first type refers to those who view the consequences of rationalization as constituting a "velvet cage" connoting that these patrons like McDonald's and welcome it. The second view the consequences as a "rubber cage" with both advantages and disadvantages from

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Consumer Critical Culture Essay Mcdonaldization Revisited

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Mcdonaldization revisited critical essays on consumer culture. Westport, Conn.: Praeger, 1998.

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