

Mcdonalds Soc Checklist

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attending hamburger university robin leidner observes how mcdonald s trains the managers of its fast food restaurants to standardize every aspect of service and product learning how to sell life insurance at a large midwestern firm she is coached on exactly what to say how to stand when to make eye contact and how to build up positive mental attitude by chanting i feel happy i feel terrific leidner s fascinating report from the frontlines of two major american corporations uncovers the methods and consequences of regulating workers language looks attitudes ideas and demeanor her study reveals the complex and often unexpected results that come with the routinization of service work some mcdonald s workers resent the constraints of prescribed uniforms and rigid scripts while others appreciate how routines simplify their jobs and give them psychological

protection against unpleasant customers combined insurance goes further than mcdonald s in attempting to standardize the workers very selves instilling in them adroit maneuvers to overcome customer resistance the routinization of service work has both poignant and preposterous consequences it tends to undermine shared understandings about individuality and social obligations sharpening the tension between the belief in personal autonomy and the domination of a powerful corporate culture richly anecdotal and accessibly written leidner s book charts new territory in the sociology of work with service sector work becoming increasingly important in american business her timely study is particularly welcome

the author is a proud sponsor of the 2020 sage keith roberts teaching innovations award enabling graduate students and early career faculty to attend the annual asa pre conference teaching and learning workshop mapping the social landscape is one of the most established and widely used readers for introductory sociology the organization follows that of a typical introductory sociology course and provides coverage of key concepts including culture socialization deviance social structure social inequality social institutions and social change susan j ferguson selects edits and introduces 58 readings representing a plurality of voices and views within sociology the selections include classic statements from great thinkers like c wright mills karl marx and max weber as well of the works of contemporary scholars who address current social issues throughout this collection there are many opportunities to discuss individual interactional and structural levels of society the roles of race ethnicity class gender and sexuality in shaping social life and the intersection of statuses and identities included with this title the password protected instructor resource site formally known as sage edge offers access to all text specific resources including a test bank and editable chapter specific powerpoint slides

june and dec issues contain listings of periodicals

for more than thirty years and through eleven editions james henslin s down to earth sociology has opened new windows onto the social realities that shape our world now in its twelfth edition the most popular anthology in all of sociology includes new articles on our changing world while also retaining its classic must read essays focusing on social interaction in everyday life the forty five selections bring students face to face with the twin projects of contemporary sociology understanding the individual s experience of society and analyzing social structure the twelfth edition s exceptional new readings include selections on the unspoken rules of social interaction the shocking disparities between upper and lower class life america s changing attitudes toward work and family and the roles they fulfill and the mcdonaldization of american society together with these essential new articles the selections by peter berger herbert gans erving goffman donna eder zella luria c wright mills deborah tannen barrie thorne

sidney katz philip zimbardo and many others provide firsthand reporting that gives students a sense of being there henslin also explains basic methods of social research providing insight into how sociologists explore the social world the selections in down to earth sociology highlight the most significant themes of contemporary sociology ranging from the sociology of gender power politics sports and religion to the contemporary crises of racial tension crime rape poverty and homelessness

drawing from a wide selection of classic and contemporary works the 60 selections in this best selling reader represent a plurality of voices and views within sociology in addition to classic works by authors such as karl marx max weber c wright mills david rosenhan kingsley davis and wilbert moore this anthology presents a wide range of contemporary scholarship some of which provides new treatments of traditional concepts by integrating issues of diversity throughout the book ferguson helps students see the inter relationships of race social class and gender and the ways in which they have shaped the experiences of all people in society

an assessment of the conservation status of plant communities within each state and territory and includes a comprehensive bibliography

vols 11 and 13 includes the proceedings of the 2nd 3rd international symposium on geophysical theory and computers rehovoth israel etc 1965 66

this monumental reference work treats an entire worldwide order of insects it summarizes from both a biological and systematic perspective current knowledge on the heteroptera or true bugs a group containing approximately 35 000 species many of which are important to agriculture and public health to introduce the reader to this group randall t schuh and james a slater offer chapters on the history of the study of the heteroptera research techniques and sources of specimens they also cover attributes of general biological interest including habitats habits mimicry and wing polymorphism selected taxa of economic importance and basic morphology presenting a current classification of the heteroptera the authors synthesize to the subfamily and sometimes tribal level the enormous scattered literature including diagnoses keys general natural history a summary of distributions and a listing of important faunistic works in addition to a wealth of detailed illustrations they provide a glossary to help the reader deal with the confusing terminology that has evolved over the years as well as an extensive bibliography of more than 1350 entries meticulously prepared by two of the world's leading specialists this major work will be the standard reference on the heteroptera for many years to come

an index to library and information science

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