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WORLD SOCIOLOGY: ONE MORE COMMENT ON THE MÜNCH-ALEXANDER DEBATE

In a previous issue of this journal (Vol. 21, N° 3, November 1995), we published elements of a discussion between Richard Münch and Jeffrey Alexander on the “national” character of sociological theory. In the following issue (Vol. 22, N° 1, March 1996), Donald N. Levine and Bryan S. Turner reacted to this debate.

In the present issue, George Ritzer (University of Maryland at College Park), who finds himself in agreement with Münch on several points, expands on his views by proposing a parallel between the expansion of the American fast-food industry and the hegemony of American social theory. This debate will continue in our journal.

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