

Global America?: The Cultural Consequences of Globalization (Liverpool University Press - Studies in golden arches in China

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- ◉ Yunxiang Yan. 1997. McDonald's in Beijing: The Localization of Americana. In *Golden Arches East: McDonald's in East Asia*. James L. Watson, ed. Pp. 39-76. Stanford, Ca.: Stanford University Press.
- ◉ See also, Ritzer, George and Todd Stillman. 2003. 'Assessing McDonaldization, Americanization and Culture'. In *Global America? The Cultural Consequences of Globalization*. Ulrich Beck, Natan Sznajder and Rainer Winter, eds. Pp. 30-48. Liverpool, UK: Liverpool University Press.

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