



Sports Culture: An A-Z Guide

Ellis Cashmore

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We live in a culture in which sports play an important role. The growth in broadcasting, merchandising, iconography and the commercialization of sports has led to an increasing interest in the emerging field of sports culture.

This book examines individual issues, people, artefacts, events and organizations in their historical, social and cultural contexts. Coverage is wide-ranging with more than 170 entries including:

aggression

Bosman Case

corruption

drugs

eating disorders

Fever Pitch

Field of Dreams

Michael Jordan

Don King

left-handedness

nationalism

paternity

racism

Raging Bull

rivalries

tobacco

The book also includes suggestions for further reading to help with further study, and a comprehensive index.

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