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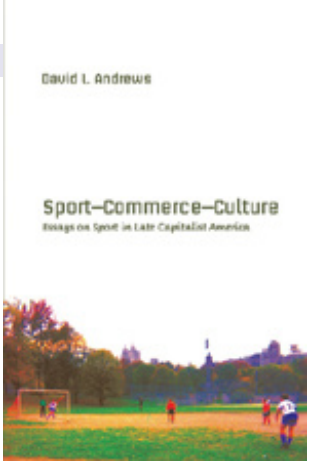
Sport - Commerce - Culture

Essays on Sport in Late Capitalist America



New York, Bern, Berlin, Bruxelles, Frankfurt am Main, Oxford, Wien, 2006. XII, 161 pp.
Popular Culture and Everyday Life. Vol. 11
General Editor: Toby Miller

Print: ISBN 978-0-8204-7438-0 pb. (Softcover)
SFR 32.00 / €* 27.90 / €** 28.70 / € 26.10 / £ 21.00 / US$ 33.95

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Book synopsis

Sport – Commerce – Culture makes a significant contribution to the growing body of literature on the critical analysis of today's highly mediated and commercialized sport spectacles. David L. Andrews explores sport's interdependent relation with the commercial structures and rhythms that define the experience of consumer capitalism within the contemporary United States. Through a series of highly original, interrelated essays, Andrews uncovers the complex connections between sport and contemporary processes of commercialization, commodification, and mass mediation. Focusing attention on a wide variety of sport events, signs, stars, and spaces, such as the XFL, Tiger Woods, the Olympic Games, suburban soccer, and Oriole Park at Camden Yards, *Sport – Commerce – Culture* offers a unique point of entry into the study of American life. This book is compulsory reading for students and researchers of contemporary sport and sport culture.

About the author(s)/editor(s)

The Author: David L. Andrews is Associate Professor of Kinesiology and Affiliate Faculty in the Department of American Studies and the Department of Sociology at the University of Maryland, College Park. He received his Ph.D. in kinesiology from the University of Illinois at Urbana-Champaign. In addition to being well published on issues pertaining to the critical analysis of contemporary sport culture, Dr. Andrews is Assistant Editor of the *Journal of Sport and Social Issues* and a member of the editorial board of the *Sociology of Sport Journal.*

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