

Chapter 11: SUGGESTED READINGS

Andrews, David L. 2006. *Sport, commerce, culture: essays on sport in late-capitalist America*. NY: Peter Lang (Eight critical sociological essays in which the author draws on the work of C. Wright Mills and grounds his analyses in the historical moment and conditions that frame sport at the turn of the century).

Cagan, Joanna, and Neil deMause. 1998. *Field of schemes: How the great stadium swindle turns public money into private profit*. Monroe, ME: Common Courage Press (Journalists describe how professional team owners in the United States use public money to establish and promote their business operations; discussion of how these strategies might be undermined or resisted).

Chapin, Tim. 2002. *Identifying the real costs and benefits of sports facilities*. Cambridge, MA: Lincoln Institute of Land Policy (www.lincolninst.edu/pubs/dl/671_chapin-web.pdf); systematic analysis of the real benefits and costs of publicly funded sports facilities; focuses on reviewing the literature on this issue and making voter and political leaders aware of what they can and cannot expect when including sport facilities in economic development plans).

Close, Paul; Askew, David & Xu, Xin. 2006. *The Beijing Olympiad: the political economy of a sporting mega-event*. Abingdon, UK/NY: Routledge (A series of essays that deal with the Beijing Games as a global event and as China's attempt to bolster internal development and present itself as an emerging political and economic power that must be acknowledged).

Crawford, Garry. 2004. *Consuming sport: Fans, sport and culture*. London/New York: Routledge (Analysis of the experiences of consuming sports that have become increasingly global, commercialized, and covered by the electronic media; focuses on the process of becoming a sport fan, and the social and moral career that develops over a lifetime as people follow sports and develop attachments to teams and players).

Curry, Timothy J; Schwirian, Kent P. & Woldoff, Rachael. 2004. *High stakes: big time sports and downtown redevelopment*. Columbus: Ohio State University Press (Analysis of how Columbus, Ohio used professional sports in their urban revitalization plans; focuses on the problems encountered and the strategies used to build facilities without a major investment of public (tax) money).

Danielson, Michael N. 1998. *Home team: Professional sports and the American metropolis*. Princeton, NJ: Princeton University Press (An economist analyzes the connections between pro sport teams in North America and the places where teams play; focuses on relationships between teams and city governments).

Delaney, Kevin J. and Rick Eckstein. 2003. *Public Dollars, Private Stadiums: The battle over building sports stadiums*. New Brunswick, NJ: Rutgers University Press (Two sociologists analyze recent cases in which stadiums used to create profits for individuals have been built using public money; discussions of local growth coalitions and political strategies as used in Cincinnati, Cleveland, Minneapolis, Hartford, Denver, Phoenix, San Diego, Pittsburgh, and

Philadelphia).

deMause, Neil and Joanna Cagan. 2008. *Field of schemes: How the great stadium swindle turns public money into private profit*. Lincoln, NB: University of Nebraska Press (Since publishing their first book in 1998, these journalists carefully analyzed the public subsidies going toward building new professional sports facilities over the subsequent decade; their data are informative and continue to show that such subsidies benefit a small number of already wealthy individuals).

Finley, Laura L, and Peter S. Finley. 2006. *The sports industry's war on athletes*. Westport, Conn: Praeger (Using ideas from *Sports in Society* by Coakley, the authors identify a wide range of problems in sports; however, they go on to argue that market forces subvert positive aspects of sports at all levels of sport participation).

Fort, Rodney, and John Fizel, eds. 2004. *International Sports Economics Comparisons*. Westport, CT: Greenwood Publishing (Twenty articles on major topics in sports economics in Western Europe, Australia, Korea, Japan, Brazil, New Zealand, and North America; focuses on general as well as specific economic issues).

Horne, John. 2006. *Sport in consumer culture*. New York, NY: Palgrave Macmillan. (Overview of processes of global consumerism, the impact of mass media, the commodification of sports, and the formation of lifestyles around the consumption of sports; the book provides a sport-focused analysis of global capitalism and capitalist expansion).

Horne, John & Manzenreiter, 2006. *Sports mega-events: social scientific analyses of a global phenomenon*. Oxford: Blackwell (This is a *Sociological Review Monograph*; it provides 11 analyses of how mega-events have come to be and are currently used as the global, national, regional, and local levels to achieve a range of social, political, and economic goals—sometimes successfully, and often unsuccessfully).

Jackson, Steven J. & Andrews, David L. eds. 2004. *Sport, culture and advertising: identities, commodities and the politics of representation*. London/New York: Routledge (Fourteen articles on the ways in which gender, disability, identity, nationhood, lifestyle, sexuality, and globalization are represented in ads run in connection with sports; focuses on advertising themes and the intended influence of ads).

Klein, Alan M. 2006. *Growing the game: the globalization of major league baseball*. New Haven: Yale University Press (After over two decades of anthropological research on baseball in North and Latin America, the author examines the ways in which Major League Baseball operates on a world stage that reaches from the Dominican Republic to South Africa to Japan; assesses the obstacles that may inhibit or promote baseball's progress toward globalization and provides proposals for growing the game in constructive ways).

Lavoie, Marc. 2000. Economics and sport. In *Handbook of sports studies* (pp. 157–70), edited by J. Coakley and E. Dunning. London: Sage (Overview of research on labor economics and the

economics of professional sports; focuses on salary determination, free agency, salary caps, profit maximization, and franchise location).

- Roderick, Martin. 2006. *The work of professional football: a labour of love?* London/NY: Routledge (A study by a former professional soccer player; focuses on career insecurity, the culture of work in professional football; the changing identity, orientation and expectations of players during their careers; the performance and dramatic aspects of a career under public scrutiny; the role of relationships with managers, owners, support staff and partners; and players' responses to career insecurities).
- Sage, George H. 1998. *Power and ideology in American sport: A critical perspective*. 2d ed. Champaign, IL: Human Kinetics (Chapters 6–9 analyze commercialization and the political economy of sports in the United States).
- Slack, Trevor, ed. 2004. *The Commercialisation of Sport*. London/New York: Routledge (Ten articles analyzing the links between sport and business since the early 1970s; examines the growth of the sports industry, the commercialization of amateur sport, sport sponsorship, public sector organizations and sport, and television's contribution to the commercialization of sport).
- Smart, Barry. 2006. *The sport star: Modern sport and the cultural economy of sporting celebrity*. Thousand Oaks, CA: Sage (Insightful analysis of why sport stars are central to celebrity culture today; explains that sport figures such as Tiger Woods, Anna Kournikova, the Williams sisters, and David Beckham, among others, embody various tensions of age, class, race, gender and culture and that their capacity to inspire people is grounded in their quality of authenticity as displayed during competition).
- Smit, Barbara. 2006. *Pitch invasion: three stripes, two brothers, one feud: Adidas and the making of modern sport*. London/NY: Allen Lane (A history of Adidas in the context of global sport politics and the schemes used by corporations to colonize the landscape of sports; focuses on the origins of the merger of sponsorships, branding, and sports marketing and deals with the ripple effects of this merger on class relations and identities).
- Spirou, Costas & Bennett, Larry. 2003. *It's hardly sporting: stadiums, neighborhoods, and the new Chicago*. DeKalb: Northern Illinois University Press (Analyzes who wins and who loses at the local level when cities use sports and sport facilities as tools in urban revitalization strategies; focuses on Chicago, including Comisky Park and Wrigley Field, the home fields of the White Sox and Cubs, respectively).
- Thompson, Neal. 2006. *Driving with the devil: Southern moonshine, Detroit wheels, and the birth of NASCAR*. NY: Crown Publishers (A veteran journalist and current writing professor tells a well-researched story about the origins of NASCAR, a sport with deep cultural roots in the American south; cars, characters, and prohibition provide the framework for his narrative).

- Walsh, Adrian & Giulianotti, Richard. 2006. *Ethics, money and sport: This sporting mammon*. London/NY: Routledge (Philosophical and sociological assessment of the impact of commodification on elite sports with a focus on what can be done to reverse the corrosion of the core meanings and values of sport, the increasing elitism of access to sporting commodities, and the undermining of social conditions that support sporting communities).
- Wetzel, Dan, and Don Yaeger. 2000. *Sole influence: Basketball, corporate greed, and the corruption of America's youth*. New York: Warner Books (Journalists describe how sneaker companies develop connections and brand loyalty among young athletes; shows how black market professionalism exists among high school and college athletes and how young athletes are misled and exploited by large corporations).
- Whitson, David, and Richard Gruneau, eds. 2006. *Artificial ice: Hockey, culture, and commerce*. Peterborough, Ontario: Broadview Press (An edited sequel to *Hockey Night in Canada*, the articles focus on the development of hockey as a commercial enterprise and how it has remained linked with a generic but popular sense of Canadian culture).
- Wilson, John 1994. *Playing by the rules: Sport, society, and the state*. Detroit: Wayne State University Press (Social political analysis of how the relationship between sports and the state has developed to enable the commercialization of sports to occur in the U.S.; deals with economic issues as they are connected with public policy and law through recent history and with emerging global issues).
- Zimbalist, Andrew S. 2006. *The bottom line: observations and arguments on the sports business*. Philadelphia, PA: Temple University Press (A respected economist and public intellectual pulls together an organized compilation of his essays that were published in the popular press between 1990 and 2005; an informative and accessible collection covering key economic issues and questions about the "sports industry").