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THE SPORT STAR: MODERN SPORT AND THE CULTURAL ECONOMY OF SPORTING CELEBRITY



Barry Smart

The Sport Star
Modern Sport and the Cultural Economy
of Sporting Celebrity



SAGE Publications Ltd. Paperback. Book Condition: new. BRAND NEW, The Sport Star: Modern Sport and the Cultural Economy of Sporting Celebrity, Barry Smart, Why are sport stars central to celebrity culture? What are the implications of their fame? Proceeding from a broadly based discussion of heroism, fame and celebrity, Smart addresses a number of prominent modern sports and sport stars, including Michael Jordan (basketball), David Beckham (football), Tiger Woods (golf), Anna Kournikova and the Williams sisters (tennis). He analyses the...

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