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Autore	Crawford Garry
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Nota di contenuto	Book Cover; Title; Contents; Preface; Acknowledgements; Introduction; Studying sport fans; Conceptualizing sport fans; Sport fan communities; The sport venue; The meaning of the contemporary sport venue; Consumption, spectacle and performance; Social control and supporter violence; Everyday life; Sport fans and everyday life; Consumer goods; Mass media and new media technologies; Conclusion; Notes; References; Index
Sommario/riassunto	Consuming Sport offers a detailed consideration of how sport is experienced and engaged with in the everyday lives, social networks and consumer patterns of its followers. It examines the processes of becoming a sport fan, and the social and moral career that supporters follow as their involvement develops over a life-course. The book argues that while for many people sport matters, for many more, it does not. Though for some sport is significant in shaping their social and cultural identity, it is often consumed and experienced by others in quite mundane and everyday ways, thr