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| 1. Record Nr. | UNINA9910784866203321 |
| Autore | Maguire Joseph A. <1956-> |
| Titolo | Power and global sport [[electronic resource]] : zones of prestige, emulation and resistance // Joseph Maguire |
| Pubbl/distr/stampa | London ; ; New York, : Routledge, 2005 |
| ISBN | 1-134-52728-4 1-281-15752-X 9786611157524 0-203-09899-4 |
| Descrizione fisica | 1 online resource (466 p.) |
| Classificazione | 76.11 |
| Disciplina | 796 |
| Soggetti | Sports and state Nationalism and sports Sports and globalization |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Note generali | Description based upon print version of record. |
| Nota di bibliografia | Includes bibliographical references (p. [177]-190) and index. |
| Nota di contenuto | Contents; Preface; Acknowledgements; Introduction; Globalisation, power, and established-outsider relations; Civilisational encounters and global processes; Final remarks; Part I Local-global nexus; 1 'Making touchdowns and hoop dreams'; Transnational corporations, global sport and cultural identities; Theorising the local-global sports nexus; From touchdowns to hoop dreams: US sports in the UK market; Sports space: the NFL and NBA within the UK; Changing conjunctural dynamics: from enterprise culture to 'coolBritannia?'; Contested 'space' in the commercial sports market The peripheral sports space of basketball'Race', basketball and local-global consumption; Conclusion; 2 'Back to the Valley'; Sport, the city and globalisation; Topophilia and the football stadium; Leaving the Valley; The beginning of fan activism (1986-1988); Re-purchase of the Valley: decision time (1988-1989); Planning permission refused: political activism during 1990; Permission granted: the final hurdles (1991-1992); Return to the Valley (December 1992); Conclusion; Part II Lived experiences; 3 'Cricketers of the empire'; Sport labour migration research revisited |

Cricket, cash crops, mercenaries and emancipation
The development of labour migration in English county cricket; The structure of international labour migration in English county cricket; Host and donor country attitudes to migration into county cricket; The motivations and experience of migrant players; Migration and English county cricket in the twenty-first century; Conclusion; 4 'In league together?'; Sport, the media, and global cultural flows; Australia: the background to the creation of European Super League; Plans, negotiations and unintended outcomes

Phase one: April 1995 - shock, horror and resistance
Phase two: May-October 1995 - adaptation and consolidation; Phase three: November 1995-October 1996 - honeymoon over; Phase four: October 1996-May 1997 - hope and revival; Phase five: June-December 1997 - defeat, despair and receivership; Phase six: January 1998 - another new beginning?; Conclusion; Part III Identity politics; 5 'A world in union?'; National identity and issues of habitus; Sport, identity politics and national habitus codes; Rugby union, national identity and Ireland; History and tradition in Irish rugby

Rugby, Irish identity politics, and the representatives of the nation
National symbols, flags, and anthems; National stereotyping and playing styles; Conclusion; 6 'Not the Germans again'; Anglo-German identity politics, habitus codes and 'national character'; Old scores, new games: 'them' versus 'us'; 'Sweet revenge': exorcising national habitus memories; The war of the words revisited; Who mentioned the war?; What the English victory meant, and revealed; Conclusion; Part IV Sporting futures; 7 'Civilised Games?'; The Olympics, the media, politics and identities

US media and political reaction to the Beijing bid for the 2008 Olympic Games

Sommario/riassunto

Sport has changed. Traditional boundaries are dissolving as a result of new global conditions. Maguire and his co-authors examine the changes, investigating the power relations that shape sport and providing an example of globalisation at work.
