

1. Record Nr.	UNINA9910785338303321
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Titolo	Brand NFL : Making and Selling America's Favorite Sport / / Michael Oriard ; with a new afterword by the author
Pubbl/distr/stampa	Chapel Hill [N.C.] : , : University of North Carolina Press, , 2010 Baltimore, Md. : , : Project MUSE, , 2013 ©2010
ISBN	979-88-908403-5-6 1-4696-0499-X 0-8078-9965-8
Edizione	[[New ed.]]
Descrizione fisica	1 online resource (343 p.)
Disciplina	796.332/64
Soggetti	Football - United States - Management Football - United States - Marketing
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 and index.
Nota di contenuto	The creation of the modern NFL in the 1960's -- No freedom, no football -- The end of the Rozelle era -- The new NFL -- Football as product -- Football in black and white.
Sommario/riassunto	Professional football today is an