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Sommario/riassunto	NFL Films changed the way Americans view football. This work traces the subsidiary's development from a small independent film production company to the marketing machine that 'Sports Illustrated' named 'perhaps the most effective propaganda organ in the history of corporate America.' Drawing on research at the NFL Films Archive and the Pro Football Hall of Fame and interviews with media pioneer Steve Sabol and others, Travis Vogan shows how NFL Films has constructed a consistent, romanticized, and remarkably visible mythology for the National Football League.