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Nota di contenuto	Cover -- Title Page -- Copyright -- Contents -- Acknowledgments -- Introduction -- 1 Basketball's Civil War: The Struggle for American Basketball (1927-1936) -- 2 Searching for Champions and Finding Enemies: The Rise of Tournament Basketball (1937-1939) -- 3 The Citadel of Home Rule: The Liberal Arts' Failed War against Commercialism (1936-1951) -- 4 Barbarians at the Gate: Basketball, the NAIA, and the Promise of a Small College Revolt (1941-1953) -- 5 Rebels with a Conscience: Race, the NAIA, and College Basketball in Mid-Century America (1939-1953) -- 6 Home Rule's Last Redoubt: Race, the NCAA, and College Basketball in Mid-Century America (1950-1955) -- 7 Defending the Kingdom: The NAIA War and the Division of the NCAA (1955-1957) -- Conclusion -- Notes -- Bibliography -- Index -- Back Cover.
Sommario/riassunto	Big money NCAA basketball had its origins in a many-sided conflict of visions and agendas. On one side stood large schools focused on a commercialized game that privileged wins and profits. Opposing them was a tenuous alliance of liberal arts colleges, historically black colleges, and regional state universities, and the competing interests of the NAIA, each with distinct interests of their own. Kurt Edward Kemper

tells the story of the clashes that shook college basketball at mid-century-and how the repercussions continue to influence college sports to the present day.

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