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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 emancipationThe 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 resistancePhase 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 nationNational 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.
