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Sommario/riassunto	Sport generates some of the most intense feelings and levels of commitment. It is big business globally, but also the source of the most powerful personal identifications and individual and collective pleasures. Sporting events are routine and embodied, whether in the gym, on the field or at the training ground, and they are also spectacular, for example in mega events at the stadium or, for followers at a distance, through the media of television, radio and the Internet. Large numbers of people are caught up in personal and collective investment and public engagement with sport. Why does i