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Sommario/riassunto	This edited collection brings together the work of key scholars to explore the various dimensions, themes and controversies – the contested terrain of CrossFit – from a range of perspectives. CrossFit has emerged as a prominent fixture across the global sporting and cultural landscape. Developed initially as an exercise programme to promote functional fitness, CrossFit has undergone a rapid metamorphosis into a global, multi-dimensional, multi-million-dollar industry. Branded as ‘the sport of fitness’, it is part sport, part fitness, but also part exercise-military-regime with religious underpinnings. Perhaps best known for its unconventional approach to fitness that combines high intensity exercises with functional fitness performed in a group setting, CrossFit has surpassed the growth of well-known fitness franchises. It boasts approximately 15,000 affiliates worldwide, while, by comparison, the world’s largest gym franchise, Anytime

Fitness, has around 4,500 franchises globally. Beyond its comprehensive fitness regime and global appeal, CrossFit claims to offer a supportive community, which aims to ensure that people exercise together as a group versus rather than as isolated individuals in a group context, or what has been referred to as 'together alone'. The tight-knit – almost insular – nature of this community, as well as some of its more extreme practices, have led followers and detractors alike to characterise CrossFit as a cult. Yet, despite its exalted position within the popular physical culture imaginary, critical scholarly analysis of CrossFit has only recently emerged. This book will appeal to students of sociology, media studies, sport studies, and/ or gender studies. Marcelle C. Dawson is an Associate Professor of Sociology at the University of Otago, New Zealand. She also holds an honorary position as Senior Research Associate with the Faculty of Humanities, University of Johannesburg, South Africa. With expertise in the areas of social movements, identity, and alternative futures, Marcelle has published four other edited collections. Steven J. Jackson is a Professor at the University of Otago, New Zealand, specialising in the socio-cultural analysis of sport. His research focuses on globalisation, media and social identities within the context of sport culture. Steve is a past President of the International Sociology of Sport Association (ISSA) and a Corresponding Editor for the International Review for the Sociology of Sport. .
