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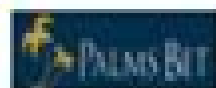


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Global Promotional Culture Steven J. Jackson, David L. Andrews, 2025-02-07 This book explores the intersection of contemporary sport advertising promotional culture and wider society Arguing that advertising and promotional culture remain key driving forces in relation to social structures and systems that contribute to enduring patterns of economic and other forms of inequality this book examines how sport and related areas of social life continue to be transformed by these forces Presenting in depth international case studies covering topics such as Nike's sign economies the sports gambling media complex sportswashing greenwashing radical politics in sport advertising sport and corporate nationalism and girls empowerment and transgender exclusion in sports this book sheds critical new light on some of the most important themes in the study of global consumer culture in the emerging era of surveillance capitalism Overall this book examines sport advertising through the lens of the circuit of cultural commodification including production representation consumption and regulation in order to provide insights into the formation complexities and contradictions of social identities commodities and brands This is fascinating reading for anybody with an interest in the sociology culture and politics of sport or cultural studies media studies and the wider politics and social significance of late stage capitalism Efficiency Of Racetrack

Betting Markets (2008 Edition) Donald B Hausch, Victor S Y Lo, William T Ziemba, 2008-06-20 A reprint of one of the classic volumes on racetrack efficiency this book is the only one in its field that deals with the racetrack betting market in depth containing all the important historical papers on racetrack efficiency As evidenced by the collection of articles the understanding of racetrack betting is clearly drawn from and has correspondingly returned something to all the fields of psychology economics finance statistics mathematics and management science Globalisation For Sale Cobus Swardt-Kraus, 2014-07-16 First published in 2001 Understanding and managing global financial flows and their impact of social spaces and people is one of the most complex and difficult tasks facing politicians and social theorists today Helping to meet the challenges posed by these changes this important volume focuses on three question central to the interplay

between globalisation valorisation and marginalization **Statistical Thinking in Sports** Jim Albert, Ruud H. Koning, 2007-07-12 Since the first athletic events found a fan base sports and statistics have always maintained a tight and at times mythical relationship As a way to relay the telling of a game's drama and attest to the prodigious powers of the heroes involved those reporting on the games tallied up the numbers that they believe best described the action and bes

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