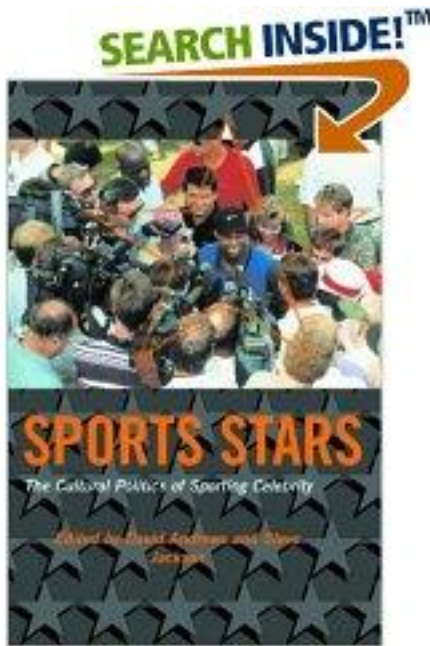


Sport stars: the cultural politics of sporting celebrity



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Sport Stars investigates the nature of the contemporary sports celebrity, examining stars' often turbulent relationship with the media and the sporting establishment. Through a series of case studies of sporting stars including Diego Maradona, Michael Jordan, Venus Williams and David Beckham, contributors examine the cultural, political, economic and technological forces which combine to produce the sports celebrity, and discuss the individual forms of fame each star experiences.

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