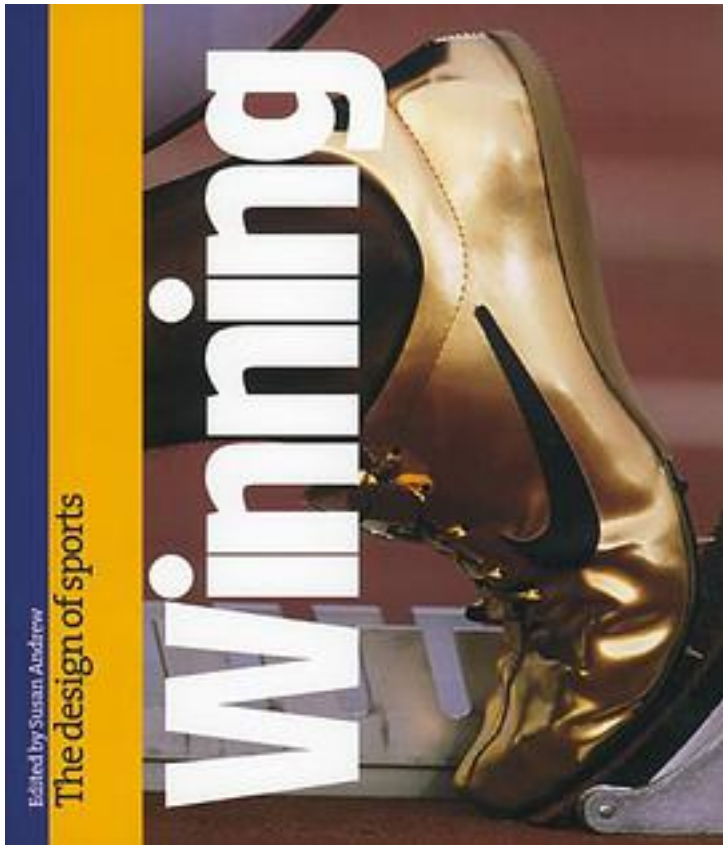


# Winning the Design of Sports



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著者:Susan Andrews

出版者:

出版时间:1999-1

装帧:

isbn:9781856691529

Rock Music may have been the dominant youth culture of the 1960's and the decades that immediately followed, but since the arrival of the 1990's the new sport culture has - to a suprisingly large degree - replaced it. Today sports personalities are the new role models and thus are cultural icons in their own right. Their equipment - sneakers, mountain bikes, uniforms - have become the socially defining objects. Winning takes an incisive look at the key elements in sports design and examines why (and exactly

how) sport has pervaded contemporary culture.

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