

The Sneaker Book Anatomy Of An Industry And An Icon

Mixing first-person narrative of his travels around the U.S. in search of Cold War sites and objects with an extensive accumulation of historical facts, the author explores Cold War America's obsession with protecting itself from the nuclear threat through various forms of architectural structures, such as missile silos, fallout shelters, nuclear waste dumps, monoliths like the windowless PacBell building in Los Angeles, and countless motels and diners named "Atomic."

"Beginners is ultimately about more than learning. It's about the possibilities that reside in all of us." --Daniel H. Pink, New York Times best-selling author of *When, Drive, and To Sell is Human* The best-selling author of *Traffic* and *You May Also Like* gives us an inspirational journey into the transformative joys that come with starting something new, no matter your age Why do so many of us stop learning new skills as adults? Are we afraid to fail? Have we forgotten the sheer pleasure of being a beginner? Or is it simply a fact that you can't teach an old dog new tricks? Inspired by his young daughter's insatiable need to know how to do almost everything, and stymied by his own rut of mid-career competence, Tom Vanderbilt begins a year of learning purely for the sake of learning. He tackles five main skills (and picks up a few more along the way), choosing them for their difficulty to master and their distinct lack of career marketability--chess, singing, surfing, drawing, and juggling. What he doesn't expect is finding himself having rapturous experiences singing Spice Girls songs in an amateur choir, losing games of chess to eight-year-olds, and dodging scorpions at a surf camp in Costa Rica. Along the way, he interviews dozens of experts to explore the fascinating psychology and science behind the benefits of becoming an adult beginner. Weaving comprehensive research and surprising insight gained from his year of learning dangerously, Vanderbilt shows how anyone can begin again--and, more important, why they should take those first awkward steps. Ultimately, he shares how a refreshed sense of curiosity opened him up to a profound happiness and a deeper connection to the people around him--and how small acts of reinvention, at any age, can make life seem magical.

Music, Sound and Space is the first collection to integrate research from musicology and sound studies on music and sound as they mediate everyday life. Music and sound exert an inescapable influence on the contemporary world, from the ubiquity of MP3 players to the controversial use of sound as an instrument of torture. In this book, leading scholars explore the spatialisation of music and sound, their capacity to engender modes of publicness and privacy, their constitution of subjectivity, and the politics of sound and space. Chapters discuss music and sound in relation to distinctive genres, technologies and settings, including sound installation art, popular music recordings, offices and hospitals, and music therapy. With international examples, from the Islamic soundscape of the Kenyan coast, to religious music in Europe, to First Nation musical sociability in Canada, this book offers a new global perspective on how music and sound and their spatialising capacities transform the nature of public and private experience.

Julie Decker x Acknowledgments xii Introduction The Hut That Shaped a Nation Julie Decker and Chris Chiei xv Chapter 1 How the Hut Came to Be Chris Chiei 1 Chapter 2 Quonsets, Alaska, and World War II Steven Haycox 31 Chapter 3 War, Design, and Weapons of Mass Construction Brian Carter 47 Chapter 4 After the War: Quonset Huts and Their Integration into Daily American Life Tom Vanderbilt 63 Chapter 5 The Huts That Wouldn't Go Away: Alaska Adopts the Hut Chris Chiei 105 Chapter 6 Quonsets Today: Concluding Thoughts Julie Decker and Chris Chiei 133 Appendix: Hut Types 148 Notes 150 Image Credits 156 Index 161 Contributors 165 Preface Julie Decker Quonset Hut: Metal Living for a Modern Age is a project that began half a decade ago when architect Chris Chiei took note of the presence of Quonset huts throughout Alaska—more than half a century after the huts were sent around the world as temporary shelters for World-War-II soldiers, forming a major part of the infrastructure of war. Until now, the impact of Quonset huts in post-World War II life has not been documented in a comprehensive way. Quonset huts are referenced in a variety of publications, and everyone seems to be able to conjure up an image of a semicircle when they hear the word “Quonset,” but its story has not yet been told.

- An essential reference for students, curators and scholars of fashion, cultural studies, and the expanding range of disciplines that see fashion as imbued with meaning far beyond the material. - Over 300 in-depth entries covering designers, articles of clothing, key concepts and styles. - Edited and introduced by Valerie Steele, a scholar who has revolutionized the study of fashion, and who has been described by *The Washington Post* as one of "fashion's brainiest women." Derided by some as frivolous, even dangerous, and celebrated by others as art, fashion is anything but a neutral topic. Behind the hype and the glamour is an industry that affects all cultures of the world. A potent force in the global economy, fashion is also highly influential in everyday lives, even amongst those who may feel impervious. This handy volume is a one-stop reference for anyone interested in fashion - its meaning, history and theory. From Avedon to Codpiece, Dandyism to the G-String, Japanese Fashion to Subcultures, Trickle down to Zoot Suit, *The Berg Companion to Fashion* provides a comprehensive overview of this most fascinating of topics and will serve as the benchmark guide to the subject for many years to come. Those who avidly followed the on-court acrobatics and off-court celebrity of the OC Dream Team OCO in Barcelona in 1992 would hardly recognize what passed as basketball fifty-six years earlier, when the United States first played the game in the 1936 Olympics. In those early days of men OCOs Olympic basketball, many teams lacked basic skills, games were played in the pouring rain, only seven players could suit up, and the rules allowed only two substitutions and no time-outs. How this slow, low-scoring sport became the breakneck game that enraptures millions worldwide is the story of American Hoops. In this fascinating history of Olympic basketball on the world stage and behind the scenes, Carson Cunningham presents a kaleidoscopic picture of the evolution into the twenty-first century of one of America OCOs most popular sports. From clashes between celebrated egos and thrilling action on the court to the intense rivalries of the Cold War and technological advances in everything from television to sports equipment off the court, American

Hoops follows the fortunes of Olympic basketball, in the United States and internationally, as it developed and emerged as one of the most challenging and entertaining sports in the world. Cunningham traces how the modifications made by the International Olympic Committee and the International Basketball Federation have transformed the game of basketball over the years, from the Berlin to the Beijing Olympics. His book offers a remarkable view of the changing world through the prism of Olympic sport."

Can nature be restored to a pristine state through deliberate action? Must the preservation of wilderness always subordinate the interests of humans to those of other species? Can indigenous peoples be entrusted with the guardianship of their own wild resources? This collection of international writings tackles tough questions like these as it expands wilderness conservation beyond its American roots. One of the first anthologies to consider wilderness as a global issue, it takes a stand against the notion that wilderness is a northern colonialist conceit and is irrelevant to the plans of third world countries. Contributions from all over the planet—Nepal, Borneo, Brazil, Chile, Mexico, Papua New Guinea, Kenya, South Africa, India, and the United States—show instead that wilderness has an important place in the environmental thought and policy of any nation, industrial or developing. *The World and the Wild* boldly advances the idea that our concept of wilderness must expand to take in new vistas. It breaks fresh ground in global environmentalism and is essential reading for anyone concerned with development issues related to conservation. Contents Foreword: Whither World Wilderness? / Vance G. Martin Introduction: Wilderness in the Rest of the World / David Rothenberg How Can Four Trees Make a Jungle? / Pramod Parajuli The Unpaintable West / Zeese Papanikolas Restoring Wilderness or Reclaiming Forests? / Sahotra Sarkar For Indian Wilderness / Philip Cafaro and Monish Verma In the Dust of Kilimanjaro / David Western Why Conservation in the Tropics Is Failing / John Terborgh "Trouble in Paradise": An Exchange / David Western and John Terborgh Zulu History / Ian Player Bruno Manser and the Penan / William W. Bevis Roads Where There Have Long Been Trails / Kathleen Harrison Volcano Dreams / Tom Vanderbilt Recycled Rain Forest Myths / Antonio Carlos Diegues The Park of Ten Thousand Waterfalls / Dan Imhoff Mapping the Wild / Edward A. Whitesell Earth Jazz / Evan Eisenberg They Trampled on Our Taboos / Damien Arabagali

The story of the sneaker's rise from the first Victorian tennis shoes to the Nike Air Max and beyond Moving from the athletic field to the shopping mall, Thomas Turner tells a fresh story of the evolution of the sports shoe against the changing landscape of society, sport, fashion, industry, and technology. *The Sports Shoe* takes us on a journey from the first Victorian tennis shoes to the adidas Superstar and the innovative technologies of Nike Air Max. Featuring newly uncovered archival material and historic images showcasing key personalities, vintage marketing and common perceptions of this hugely desirable product, this book is a must-have for any sneaker collector, historian of popular culture, or anyone interested in the place of athletic footwear in our lives today.

Teaches a basic note-taking process and gives specific source ideas and subject headings for a variety of topics. Grades 3-8.

A history of athletic shoes and their role in popular culture discusses technical developments, athletic performance, economic aspects, how they are made, and collectors, and explains the influence of young people on them and vice versa.

"Freeman's rich and ambitious *Behemoth* depicts a world in retreat that still looms large in the national imagination.... More than an economic history, or a chronicle of architectural feats and labor movements."—Jennifer Szalai, *New York Times* In an accessible and timely work of scholarship, celebrated historian Joshua B. Freeman tells the story of the factory and examines how it has reflected both our dreams and our nightmares of industrialization and social change. He whisks readers from the early textile mills that powered the Industrial Revolution to the factory towns of New England to today's behemoths making sneakers, toys, and cellphones in China and Vietnam. *Behemoth* offers a piercing perspective on how factories have shaped our societies and the challenges we face now.

This volume sets out to foreground the issues of youth identity in the context of current sociolinguistic and discourse research on identity construction. Based on detailed empirical analyses, the twelve chapters offer examinations of how youth identities from late childhood up to early twenties are locally constructed in text and talk. The settings and types of social organization investigated range from private letters to graffiti, from peer group talk to video clips, from schoolyard to prison. Comparably, a wide range of languages is brought into focus, including Danish, German, Greek, Japanese, and Turkish.

Drawing on various discourse analytic paradigms (e.g. Critical Discourse Analysis, Conversation Analysis), the contributions examine and question notions with currency in the field, such as young people's linguistic creativity and resistance to mainstream norms. At the same time, they demonstrate the embeddedness of constructions of youth identities in local activities and communities of practice where they interact with other social identities and factors, in particular gender and ethnicity.

Take a walk in someone else's shoes in this fascinating examination of shoes and feet around the world! This one-of-a-kind A-Z reference work contains over 150 fascinating entries and intriguing sidebars that look at feet and adornment of feet across the many cultures of the world throughout time. A wide range of international and multicultural topics are covered, including foot binding, fetishes, diseases of the foot, customs and beliefs related to the foot, shoe construction, myths and folktales featuring feet or shoes, the history of footwear, iconic brands and types of shoes, important celebrities associated with shoes, and the types of footwear worn around the world. This exhaustive compilation is ideal for students and general readers interested in the human body, fashion, and medicine, and even scholars looking for more in-depth coverage on the social and cultural uses of the body will find it as a useful starting point in their research. Cross-references, suggestions for further reading, and a full bibliography of print and electronic resources are valuable tools for all readers. Students can use this reference work to draw cross-cultural comparisons, as well as study the evolution of footwear in terms of social, religious, and ethnic parameters. Aside from iconic American brands and types of shoes, this volume will also look at how feet are treated and viewed around the globe: removing shoes upon entering a house, washing feet for religious purposes, giving feet the spa treatment, and covering feet up for social customs. Perfect for undergraduate and high school students studying anthropology and world culture.

Covering every step of research, writing, and documentation, *Writing from Sources* provides a complete guide to source-based writing. The book builds from fundamental skills -- such as annotating a passage -- to more demanding ones such as integrating sources smoothly into an original argument. Examples, exercises, and guidance throughout help students gain confidence with essential concepts, while numerous readings drawn from a variety of sources provide models and practice in every skill.

Information is regarded as a distinguishing feature of our world. Where once economies were built on industry and conquest, we are now part of a global information economy. Pervasive media, expanding information occupations and the development of the internet convince many that living in an Information Society is the destiny of us all. Coping in an era of information flows, of virtual relationships and breakneck change poses challenges to one and all. In *Theories of the Information Society* Frank Webster sets out to make sense of the information explosion, taking a sceptical look at what thinkers mean

when they refer to the Information Society, and critically examining the major post-war approaches to informational development. The fourth edition of this classic study brings it up to date with new research and with social and technological changes – from the ‘Twitter Revolutions’ of North Africa, to financial crises that introduced the worst recession in a life time, to the emergence of social media and blogging – and reassesses the work of key theorists in the light of these changes. More outspoken than in previous editions, Webster urges abandonment of Information Society scenarios, preferring analysis of the informatization of long-established relationships. This interdisciplinary book is essential reading for those trying to make sense of social and technological change in the post-war era. It addresses issues of central concern to students of sociology, politics, geography, communications, information science, cultural studies, computing and librarianship.

This is the first text to offer a comprehensive socio-cultural and historical analysis of the current fitness culture. Fitness today is not simply about health clubs and exercise classes, or measures of body mass index and cardiovascular endurance. Fit for Consumption conceptualizes fitness as a field within which individuals and institutions may negotiate - if not altogether reconcile - the competing and often conflicting social demands made on the individual body that characterize our current era. Intended for researchers and senior undergraduate and postgraduate students of sport, leisure, cultural studies and the body, this book utilizes the US fitness field as a case study through which to explore the place of the body in contemporary consumer culture. Combining observations in health clubs, interviews with fitness producers and consumers, and a discourse analysis of a wide variety of fitness texts, this book provides an empirically grounded examination of one of the pressing theoretical questions of our time: how individuals learn to fit into consumer culture and the service economy and how our bodies and selves become ‘fit for consumption.’

This accessible, smart, and expansive book on shopping's impact on American life is in part historical, stretching back to the mid-19th century, yet also has a contemporary focus, with material on recent trends in shopping from the internet to Zagat's guides. Drawing inspiration from both Pierre Bourdieu's work and Walter Benjamin's seminal essay on the shopping arcades of 19th-century Paris, Zukin explores the forces that have made shopping so central to our lives: the rise of consumer culture, the never-ending quest for better value, and shopping's ability to help us improve our social status and attain new social identities.

To reclaim the public university is to focus our energies on teaching all our students well, educating them for a new, increasingly complicated age. To deliver on this promise, we must interrogate the general education we provide for our students, for that is the vast, unrecognized ground we stand on. It is what students and faculty do most in common. If we can get educating our students right, generally and liberally, then we will have laid a claim to what the public university needs to be.

Traces the history of the sneaker from its days as a summer shoe for children to its serious use for athletes and importance as a fashion accessory, with quotes, anecdotes, and cartoons

The tenth anniversary edition of the international bestseller with an updated introduction by Naomi Klein. In the last decade No Logo has become an international phenomenon. Equal parts journalistic expose, mall-rat memoir, and political and cultural analysis, it vividly documents the invasive economic practices and damaging social effects of the ruthless corporatism that characterizes many of our powerful institutions. As the world faces another depression, Naomi Klein's analysis of the branded world we all live in proves not only astonishingly prescient but more vital and timely than ever. No Logo became the movement bible that put the new grassroots resistance to corporate manipulation into clear perspective. It tells a story of rebellious rage and self-determination in the face of our branded world, calling for a more just, sustainable economic model and a new kind of proactive internationalism. Since her book The Shock Doctrine was published last year, Klein, now thirty-eight, has become the most visible and influential figure on the American left-what Howard Zinn and Noam Chomsky were thirty years ago.

This delightful and instructive history of invention shows why National Public Radio dubbed Tenner “the philosopher of everyday technology.” Looking at how our inventions have impacted our world in ways we never intended or imagined, he shows that the things we create have a tendency to bounce back and change us. The reclining chair, originally designed for brief, healthful relaxation, has become the very symbol of obesity. The helmet, invented for military purposes, has made possible new sports like mountain biking and rollerblading. The typewriter, created to make business run more smoothly, has resulted in wide-spread vision problems, which in turn have made people more reliant on another invention—eyeglasses. As he sheds light on the many ways inventions surprise and renew us, Tenner considers where technology will take us in the future, and what we can expect from the devices that we no longer seem able to live without.

Men are purchasing more clothes, shoes, health and beauty products, and personal care services than ever before. The world of men’s retail has remained a kind of bug in amber, frozen in time, with the same century-old style of merchandising and selling. A store must not simply provide, but educate the male customer, who is growing hungry for something more than the usual Blue Plate Special of khakis and polo shirts. To better attract this new wave of interested consumers, products in the U.S. must be merchandised and sold in a completely different manner. The design and branding of a man’s store ought to make men want to go shopping. Branding the Man offers retailers, buyers, and marketers strategic solutions to revolutionize men’s retail via some relatively simple conceptual strategies. Author Bertrand Pellegrin utilizes his years as a retail strategist to help retailers understand classic men’s environments—ones where men are most naturally inclined to spend time—and leverage the opportunities which arise from these “comfort zones” to engage and sell to the male customer. Branding the Man immerses the reader in a discussion of men’s retail environments spanning every level: store design, buying/sourcing, merchandising, marketing and advertising, and promotion and lays out a blueprint for how men can be developed as the “next frontier” in retail. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

&&LI&&&LI&& &&LI&&&LI&&&LI&& /* Style Definitions */table.MsoNormalTable{mso-style-name:"Table Normal";mso-tstyle-rowband-size:0;mso-tstyle-colband-size:0;mso-style-noshow:yes;mso-style-priority:99;mso-style-qformat:yes;mso-style-parent:"";mso-padding-alt:0in 5.4pt 0in 5.4pt;mso-para-margin-top:0in;mso-para-margin-right:0in;mso-para-margin-bottom:10.0pt;mso-para-margin-left:0in;line-height:115%;mso-pagination:widow-orphan;font-size:11.0pt;font-family:"Calibri", "sans-serif";mso-ascii-font-family:Calibri;mso-ascii-theme-font:minor-latin;mso-fareast-font-family:"Times New Roman";mso-fareast-theme-font:minor-fareast;mso-hansi-font-family:Calibri;mso-hansi-theme-font:minor-latin;}This unique sports and labor history charts the revolutionary transformation of track and field over the past thirty years. In this time, the sport has changed from an amateur effort whose governing bodies unfairly controlled its athletes' lives to a professional arena in which athletes have the power to make decisions in their own best interests. While historians have chronicled labor history in team sports such as baseball and football or have lumped track and field into larger studies of Olympic history, Joseph M. Turrini is the first to scrupulously detail the efforts of athletes to reorder labor relations in track and field and to end their decades-long power struggle with governing bodies. Combining social and institutional history and incorporating the recollections of the athletes and meet directors on the front lines, The End of Amateurism in Track and Field shows how the athletes thoroughly transformed their sport to end the amateur system in the early 1990s--changes that allowed the athletes to market their potential, drastically increase their earning possibilities, and improve their quality of life. This book reveals how athletes in

the 1950s began to harness the courts, legislature, and little-known underground labor relations systems that grew within the sport to untangle the distribution of power and decision-making by the 1990s. Enlivening the narrative with stories such as runner Wes Santee's battle with the Amateur Athletic Union and revelations about the actions of college coaches and rivalries between the NCAA and AAU, Turrini examines the effects of amateurism on athletes and explores how changes in the economic context of track and field and the role of the government helped leverage the end of the 100-year era of amateur track and field.

Style Definitions

--

Style Definitions

--

This is the first academic study of sneakers and the subculture that surrounds them. Since the 1980s, American sneaker enthusiasts, popularly known as “sneakerheads” or “sneakerholics”, have created a distinctive identity for themselves, while sneaker manufacturers such as Reebok, Puma and Nike have become global fashion brands. How have sneakers come to gain this status and what makes them fashionable? In what ways are sneaker subcultures bound up with gender identity and why are sneakerholics mostly young men? Based on the author's own ethnographic fieldwork in New York, where sneaker subculture is said to have originated, this unique study traces the transformation of sneakers from sportswear to fashion symbol. Sneakers explores the obsessions and idiosyncrasies surrounding the sneaker phenomenon, from competitive subcultures to sneaker painting and artwork. It is a valuable contribution to the growing study of footwear in fashion studies and will appeal to students of fashion theory, gender studies, sociology, and popular culture.

Why do we get so embarrassed when a colleague wears the same shirt? Why do we eat the same thing for breakfast every day, but seek out novelty at lunch and dinner? How has streaming changed the way Netflix makes recommendations? Why do people think the music of their youth is the best? How can you spot a fake review on Yelp? Our preferences and opinions are constantly being shaped by countless forces – especially in the digital age with its nonstop procession of “thumbs up” and “likes” and “stars.” Tom Vanderbilt, bestselling author of *Traffic*, explains why we like the things we like, why we hate the things we hate, and what all this tell us about ourselves. With a voracious curiosity, Vanderbilt stalks the elusive beast of taste, probing research in psychology, marketing, and neuroscience to answer myriad complex and fascinating questions. If you've ever wondered how Netflix recommends movies or why books often see a sudden decline in Amazon ratings after they win a major prize, Tom Vanderbilt has answers to these questions and many more that you've probably never thought to ask.

From Wisconsin to Washington, DC, the claims are made: unions are responsible for budget deficits, and their members are overpaid and enjoy cushy benefits. The only way to save the American economy, pundits claim, is to weaken the labor movement, strip workers of collective bargaining rights, and champion private industry. In *"They're Bankrupting Us!"*: And 20 Other Myths about Unions, labor leader Bill Fletcher Jr. makes sense of this debate as he unpacks the twenty-one myths most often cited by anti-union propagandists. Drawing on his experiences as a longtime labor activist and organizer, Fletcher traces the historical roots of these myths and provides an honest assessment of the missteps of the labor movement. He reveals many of labor's significant contributions, such as establishing the forty-hour work week and minimum wage, guaranteeing safe workplaces, and fighting for equity within the workforce. This timely, accessible, "warts and all" book argues, ultimately, that unions are necessary for democracy and ensure economic and social justice for all people.

This book describes how corporate powers have erected a rapacious system of intellectual property rights to confiscate the benefits of creativity in science and culture. This legal system threatens to derail both economic and scientific progress, while disrupting society and threatening personal freedom. Perelman argues that the natural outcome of this system is a world of excessive litigation, intrusive violations of privacy, the destruction system of higher education, interference with scientific research, and a lopsided distribution of income.

An eye-opening and previously untold story, *Factory Girls* is the first look into the everyday lives of the migrant factory population in China. China has 130 million migrant workers—the largest migration in human history. In *Factory Girls*, Leslie T. Chang, a former correspondent for the *Wall Street Journal* in Beijing, tells the story of these workers primarily through the lives of two young women, whom she follows over the course of three years as they attempt to rise from the assembly lines of Dongguan, an industrial city in China's Pearl River Delta. As she tracks their lives, Chang paints a never-before-seen picture of migrant life—a world where nearly everyone is under thirty; where you can lose your boyfriend and your friends with the loss of a mobile phone; where a few computer or English lessons can catapult you into a completely different social class. Chang takes us inside a sneaker factory so large that it has its own hospital, movie theater, and fire department; to posh karaoke bars that are fronts for prostitution; to makeshift English classes where students shave their heads in monklike devotion and sit day after day in front of machines watching English words flash by; and back to a farming village for the Chinese New Year, revealing the poverty and idleness of rural life that drive young girls to leave home in the first place. Throughout this riveting portrait, Chang also interweaves the story of her own family's migrations, within China and to the West, providing historical and personal frames of reference for her investigation. A book of global significance that provides new insight into China, *Factory Girls* demonstrates how the mass movement from rural villages to cities is remaking individual lives and transforming Chinese society, much as immigration to America's shores remade our own country a century ago.

This work offers insight into every major function of the sporting goods industry. Chapters cover the development of the industry; the industry's structure and size; manufacturers' products and market shares; channels of distribution; sports medicine and product liability; sports marketing, including licensing, endorsement and sponsorship; the use of traditional media and market research; sales trends and profitability; and e-commerce. Each chapter includes discussion questions and exercises.

Winner of the Opie Prize from the Children's Folklore Section of the American Folklore Society As children wrestle with culture through their games, recess itself has become a battleground for the control of children's time. Based on dozens of interviews and the observation of over a thousand children in a racially integrated, working-class public school, Recess Battles is a moving reflection of urban childhood at the turn of the millennium. The book debunks myths about recess violence and challenges the notion that schoolyard play is a waste of time. The author videotaped and recorded children of the Mill School in Philadelphia from 1991 to 2004 and asked them to offer comments as they watched themselves at play. These sessions in Recess Battles raise questions about adult power and the changing frames of class, race, ethnicity, and gender. The grown-ups' clear misunderstanding of the complexity of children's play is contrasted with the richness of the children's folk traditions. Recess Battles is an ethnographic study of lighthearted games, a celebratory presentation of children's folklore and its conflicts, and a philosophical text concerning the ironies of everyday childhood. Rooted in video micro-ethnography and the traditions of theorists such as Bourdieu, Willis, and Bateson, Recess Battles is written for a lay audience with extensive academic footnotes. International scholar Dr. Brian Sutton-Smith contributes a foreword, and the children themselves illustrate the text with black and white paintings.

A best-selling social study analyzes the complex factors that dictate how traffic works, why we drive the way we do, and what our driving reveals about us, discussing the unintended consequences of attempts to engineer safety, why plans to protect pedestrians can lead to more accidents, and more. Reprint.

To request a free 30-day online trial to this product, visit www.sagepub.com/freetrial With an ever-growing variety of sports and exercise opportunities open to people of all ages, classes, and races, participation in casual sports has blossomed in recent decades, while interest in collegiate and professional sports has continued to soar. The field of sports medicine is thriving in response to the demand for health care professionals to care for people involved in vigorous exercise. Now more than ever, it is imperative that doctors, physical therapists, surgeons, nurses, and alternative medicine practitioners understand and are able to treat effectively the types of conditions stemming from all types of physical activity, ranging from pleasure walking to professional football. Presenting state-of-the-art research and evidence-based applications, this four-volume resource provides the most comprehensive and accessible information available on sports medicine. The Encyclopedia of Sports Medicine describes all aspects of the field with perspectives, concepts, and methods from the medical, behavioral, and social sciences and physical education. Key Features · Includes contributions from preeminent healthcare professionals who are renowned experts · Presents a broad spectrum of entries covering a variety of key topics, a glossary, and two appendices · Contains more than 550 tables and images, including anatomical drawings, X-rays, and MRI scans · Illustrates selected diagnostic and treatment techniques step-by-step with more than 200 photographs · Offers an in-depth examination of the various career opportunities in this area, including orthopedists, athletic trainers, sports psychologists, and nutritionists Key Themes · Conditioning and Training · Diagnosis and Treatment of Sports Injuries · Diet and Nutrition · Doping and Performance Enhancement · Exercise Physiology, Biomechanics, Kinesiology · Injuries and Disorders · Injury Prevention · Medical Conditions Affecting Sports Participation · Rehabilitation and Physical Therapy · Special Populations · Specialties and Occupations in Sports Medicine · Sports and Society · Sports and Sports Medicine · Sports Psychology · Sports-Specific Injuries · Women and Sports

On the road to Survival City, Tom Vanderbilt maps the visible and invisible legacies of the cold war, exhuming the blueprints for the apocalypse we once envisioned and chronicling a time when we all lived at ground zero. In this road trip among ruined missile silos, atomic storage bunkers, and secret test sites, a lost battleground emerges amid the architecture of the 1950s, accompanied by Walter Cotten's stunning photographs. Survival City looks deep into the national soul, unearthing the dreams and fears that drove us during the latter half of the twentieth century. "A crucial and dazzling book, masterful, and for me at least, intoxicating."—Dave Eggers "A genuinely engaging book, perhaps because [Vanderbilt] is skillful at conveying his own sense of engagement to the reader."—Los Angeles Times "A retracing of Dr. Strangelove as ordinary life."—Greil Marcus, Bookforum

This book covers the 'hot topic' of the experiential consumption in an accessible manner and from a unique industry perspective which is not used in any other book. It highlights the idea that an experience is not something that can be readily managed by firms and is not limited to the market: an individual's daily life is made up of consuming experiences that can occur with or without a market relation. Offering an overview of the consumption experience, it outlines a continuum of experiences of consumption that consumers go through, including: those that are mainly constructed by consumers around small items that comprise their daily life, such as organic products and non-profit or local associations those that have been co-developed by companies and consumers: tourism or adventure projects, rock concerts and cultural events those that have been largely developed by the companies where consumers are immersed in a hyper-real context such as fashion, sports brands, edutainment and retail. Broad and comprehensive, this book provides a challenging vision of the consumption experience, which is an invaluable tool for all those studying marketing and consumer behaviour.

Request a FREE 30-day online trial to this title at www.sagepub.com/freetrial The three-volume Encyclopedia of Consumer Culture covers consuming societies around the world, from the Age of Enlightenment to the present, and shows how consumption has become intrinsic to the world's social, economic, political, and cultural landscapes. Offering an invaluable interdisciplinary approach, this reference work is a useful resource for researchers in sociology, political science, consumer science, global studies, comparative

studies, business and management, human geography, economics, history, anthropology, and psychology. The first encyclopedia to outline the parameters of consumer culture, the Encyclopedia of Consumer Culture provides a critical, scholarly resource on consumption and consumerism over time. Some of the topics included are: Theories and concepts Socio-economic change (i.e. social mobility) Socio-demographic change (i.e. immigration, aging) Identity and social differentiation (i.e. social networks) Media (i.e. broadcast media) Style and taste (i.e. fashion, youth culture) Mass consumptions (i.e. retail culture) Ethical Consumption (i.e. social movements) Civil society (i.e. consumer advocacy) Environment (i.e. sustainability) Domestic consumption (i.e. childhood, supermarkets) Leisure (i.e. sport, tourism) Technology (i.e. planned obsolescence) Work (i.e. post industrial society) Production (i.e. post fordism, global economy) Markets (i.e. branding) Institutions (i.e. religion) Welfare (i.e. reform, distribution of resources) Urban life (i.e. suburbs)

Moreover, marketing scholars and their students will find the analysis and cases most instructive."--BOOK JACKET.

What does commercialisation mean for the future of sport? Modern sports links to commerce are highly visible. Stadiums and arenas bear the names of businesses, while sponsors' logos appear on athletes' clothing and equipment, on the facilities in which they play, and in the titles of the events in which they compete. Media companies pay vast sums for the rights to broadcast sports events, and advertisers pay a premium to promote products during the screening of these events. Cities invest, at the expense of other social projects, in the staging of major sports events and to attract professional teams to their areas. Star athletes are transferred for multi-million fees and professional sport franchises are sold for sums higher than the gross domestic products of some countries. Even recreational athletes are subject to a constant barrage of commercial pressures to improve their game. Sport's links to commerce have intensified over the past 30 years but have been subjected to little academic analysis. This book represents an attempt to fill that significant gap in the literature by examining five different aspects of the commercialisation of sport: · The sports industry · The public sector · The commercialisation of 'amateur' sport · Sport and television · Sports sponsorship There has been a rapid and widespread commercialisation of sport and it is vital that we now raise critical questions and analyse the changes that have taken place.

[Copyright: 2f61a08b0675a8548cef7f317674a3fa](#)