

## Nascar Fan Base Demographics Official Brent Sherman

*Presents a complete reference guide to American political parties and elections, including an A-Z listing of presidential elections with terms, people and events involved in the process.*

*This volume of The New Encyclopedia of Southern Culture offers a timely, authoritative, and interdisciplinary exploration of issues related to social class in the South from the colonial era to the present. With introductory essays by J. Wayne Flynt and by editors Larry J. Griffin and Peggy G. Hargis, the volume is a comprehensive, stand-alone reference to this complex subject, which underpins the history of the region and shapes its future. In 58 thematic essays and 103 topical entries, the contributors explore the effects of class on all aspects of life in the South--its role in Indian removal, the Civil War, the New Deal, and the civil rights movement, for example, and how it has been manifested in religion, sports, country and gospel music, and matters of gender. Artisans and the working class, indentured workers and steelworkers, the Freedmen's Bureau and the Knights of Labor are all examined. This volume provides a full investigation of social class in the region and situates class concerns at the center of our understanding of Southern culture.*

*Looks at contemporary sports talk radio and its relations to both traditional and newer forms of masculinity.*

*The international nature of the sport industry requires a global approach to sport marketing practices. Organisations need to develop a good understanding of the laws, regulations, values and norms of the countries and cultures in which they operate. This book brings together world-leading sport marketing scholars from 11 countries to address the most important global, regional, national, and community marketing issues in sport today. Presenting the latest cutting-edge research from countries including India, China, the UK and the USA, it includes case studies on successful marketing strategies in sports ranging from football and hockey to baseball and motor racing. The book combines both qualitative and quantitative studies to explore key topics such as: sport marketing in a globalized marketplace corporate social responsibility and sponsorship in sporting events the Olympic brand image and its values sport consumer behaviour and customer satisfaction new digital marketing channels. Contemporary Sport Marketing: Global perspectives is vital reading for all students and scholars of sport marketing, sport business and sport management, as well as for any professional working in the sport industry.*

*Sports Marketing*

*Hick Flicks*

*Proceedings and Debates of the ... Congress*

*Racing on the Right Track*

*The Rise and Fall of Redneck Cinema*

*A Reader*

*Motorsports and American Culture*

This book explores the business aspect of sports with an orientation to those topics that are most relevant to journalists, providing the foundation for understanding the various parts of the sports business. Moving beyond sports writing, this text offers a distinct perspective on professional, college, and international sports organizations - structure, governance, labor issues, and other business factors within the sports community. Written clearly and compellingly, *The Business of Sports* includes cases (historical, current, and hypothetical) to illustrate how business concerns play a role in the reporting of sports. New features for the second edition include: updates throughout, including disciplinary policies throughout the major sports leagues expanded discussion of intellectual property issues and merchandising new sections on ethical issues in sports, aimed at journalists. Offering critical insights on the business of sports, this text is a required resource for sports journalists and students in sports journalism.

Dale Earnhardt Jr. was born into an auto racing family. He grew to love the sport as much as his father, the legendary Dale Earnhardt, and continued driving even after his father was killed in a racing accident in 2001. Dale Jr. has carried on the Earnhardt family winning tradition. As the newest member of the Hendrick Motorsports racing team, Dale is getting his chance to compete against NASCAR's top drivers. Find out more about Dale's journey to become one of the most popular auto racing drivers in the world.

According to super pollster John Zogby, whom *The Washington Post* calls "the maverick predictor," the conventional wisdom about the United States--that we're isolated from the world, politically fragmented, and inclined toward material pleasure--isn't just flawed; it may be 180 degrees from the truth. In this far-reaching and illuminating look at contemporary American life, Zogby reveals nothing less than *The Way We'll Be*. Drawing on thousands of in-depth surveys conducted especially for the book, Zogby points out where we're headed--politically, culturally, and spiritually. The American dream is in transition; it is rapidly being redefined by four meta-movements: living with limits as consumers and citizens; embracing diversity of views and ways of life; looking inward to find spiritual comfort; and demanding authenticity from the media, our leaders, and leading institutions. Spearheaded by today's eighteen-to-twenty-nine-year-olds--the "First Global" generation--Americans are becoming more internationalist, consensus-oriented, and environmentally conscious and less willing to identify themselves by the things they do to earn or spend their money. But this is more than a youth tide.

Americans of all ages are moving beyond old divides--red state/blue state, pro-life/pro-choice, beer drinker/wine connoisseur--to form a new national consensus that will shape the nation for decades to come. Zogby's cogent analysis of the data yields an astonishing perspective on Americans' thoughts, feelings, and beliefs, now and in coming years. Understanding this emerging reality will be key for • leaders in all fields who want to reach audiences that are more media-savvy, better informed, and more technologically enabled than ever before • individuals in search of rewarding and fulfilling careers in tomorrow's growth fields • politicians and CEOs looking to marry policies and practices to the rising demand for social responsibility • anyone who wants to market to the emerging new American consensus *Beyond* telling a fascinating story, the conclusions in this book are a must-read for everyone from Main Street to Madison Avenue to Capitol Hill. Filled with expert analysis and insight from one of today's most successful predictors and trend spotters, *The Way We'll Be* will redefine how we view America's future.

*Sport Marketing, Fourth Edition With Web Study Guide*, has been streamlined and updated to keep pace with the latest information and issues in the competitive world of sport marketing. This text maintains its position as the best-selling and original text in the field, continuing to direct students to a better understanding of the theoretical backbone that makes sport marketing such a unique and vibrant subject to study. Using the new full-color format and companion web study guide, students will stay engaged as they explore how fans, players, coaches, the media, and companies interact to drive the sport industry. Heavily updated with more contributions from industry professionals and emphasis on social media platforms that

have revolutionized the field in recent years, this edition contains practical material that prepares students for careers in sport marketing. It also includes these updates:

- A web study guide featuring exclusive video interviews with industry professionals and accompanying activities that tie core concepts and strategies from the book into applied situations
- Instructor ancillaries enhanced by gradable chapter quizzes that can be used with learning management systems
- An attractive and engaging full-color interior
- Chapter objectives, opening scenarios, engaging sidebars, and photos throughout the text that guide students in grasping important concepts
- Wrap-Up, Activities, and Your Marketing Plan sections at the end of each chapter that offer opportunities for self-assessment and review

The highly respected authors have long been recognized for their ability to define this exciting field, combining academic study and current research with industry experience for an unmatched learning experience for students preparing to enter the working world. The content in this fourth edition of Sport Marketing has been reorganized to make it easier to use in the classroom. Chapters 1 through 3 provide an overview of the field of sport marketing as an area of study and profession. Chapters 4 and 5 teach students how to research and study the behaviors of sport consumers, including an overview of marketing segmentation. Chapters 6 through 13 provide extensive information on the nuts and bolts of the field, including the five Ps of sport marketing and special sections on branding, sales and service, engagement and activation, community relations, and social media. The final chapters explore legal issues, integration, and the future of sport marketing. Instructors may also take advantage of the student web study guide and complete package of ancillaries to enhance learning and presentation of core concepts. All materials, including the web study guide, instructor guide, test package, presentation package plus image bank, and LMS-compatible chapter quizzes, are available online. The world of sport marketing continues to evolve. Sport Marketing, Fourth Edition With Web Study Guide, offers students a complete view of the expansive field of sport, providing an understanding of the foundations of sport marketing and how to enhance the sport experience.

The Advocate

Congressional Record

Understanding American Sports

A Practical Approach

A Primer for Journalists

Governance and Policy in Sport Organizations

Flow TV

***Do you love NASCAR racing? Would you love to get into the Eternal Victory Lane? RACING ON THE RIGHT TRACK uses real-life illustrations from the world of NASCAR to convey rock-solid biblical truths in living a victorious life. Die-hard race fans follow the greatest sport on earth, and die-hard Jesus fans follow the greatest champion of the universe. Learn more about both in this stimulating, one-of-a-kind book.***

***Now in a fully revised and updated 5th edition, Sports Marketing: A Strategic Perspective is the most authoritative, comprehensive and engaging introduction to sports marketing currently available. It is the only introductory textbook to adopt a strategic approach, explaining clearly how every element of the marketing process should be designed and managed, from goal-setting and planning to implementation and control. Covering all the key topics in the sports marketing curriculum, including consumer behavior, market research, promotions, products, pricing, sponsorship, business ethics, technology and e-marketing, the book introduces core theory and concepts, explains best practice, and surveys the rapidly-changing, international sports business environment. Every chapter contains extensive real-world case studies and biographies of key industry figures and challenging review exercises which encourage the reader to reflect critically on their own knowledge and professional practice. The book's companion website offers additional resources for instructors and students, including an instructors' guide, test bank, presentation slides and useful weblinks. Sports Marketing: A Strategic Perspective is an essential foundation for any sports marketing or sports business course, and an invaluable reference for any sports marketing practitioner looking to improve their professional practice.***

***The book covers professional, Olympic and collegiate sports and each chapter has a fully developed introduction to explain the relevance of the articles to be presented.***

***This is the only publication offering NASCAR fans this essential information. NASCAR is watched in over 150 countries and has an estimated 100 million fans worldwide.***

***The Girl's Guide to NASCAR***

***All Official Statistics and Schedules***

***The Forces Driving Mexico and the United States Together***

***Steering Toward the Eternal Victory Lane***

***Essays on Transgressive Sports Figures***

***American Demographics***

***Sport Promotion and Sales Management***

NASCAR's foremost female authority provides the first guide for women to America's fastest growing spectator sport. From shopping to scanners and pit stops to parties, this fun and informative guide gives you everything you need to enjoy a race, whether at the track or in your living room. Insider Liz Allison will tell you all the ins and outs of NASCAR, uncovering the hidden rules and official calls made on any given race day. She answers nagging questions like why race cars don't have speedometers or doors that open, what the real deal is on restrictor plates, and how top drivers get to be where they are. Liz also reveals driver superstitions, how to survive a race weekend with kids, the Gentlemen's Agreement, how to tell if a driver is serious with his girlfriend, tips on throwing the perfect NASCAR viewing party, and much more. With this race-savvy guide, you will quickly become a knowledgeable fan with an inside edge on the sport that most of your male counterparts will lack-and have a few laughs along the way.

Now in a fully updated new edition, this textbook introduces readers to the power and politics of sport organizations. It explores the managerial activities essential to good governance and policy development, and looks at the structure and functions of individual organizations within the larger context of the global sport industry. Reflecting the latest industry changes, it draws on a fresh selection of real-world examples to demonstrate the types of dilemmas that sport managers face every day. Professional administrators from a wide variety of sport organizations also offer their insights, giving readers a glimpse into the real concerns of sport professionals and the impact of governance and policy on their jobs. Exploring current topics, such as sport and human rights, refugees, social media, and the evolution of eSports, this practical and accessible textbook helps readers to see the big picture of the contemporary sport industry and

find their place in it as future sport managers. Complemented by a new companion website full of useful ancillary materials, this is an essential resource for all sport management students and instructors.

From viral videos on YouTube to mobile television on cell phones and beyond, this book examines television in an age of technological, economic, and cultural convergence. It contains essays that establishes television's importance in a shifting media culture.

Fantasy sport has become big business. Recent estimates suggest that there as many as 33 million fantasy sport participants in the US alone, spending \$3bn annually, with many millions more around the world. This is the first in-depth study of fantasy sport as a cultural and social phenomenon and a significant and growing component of the contemporary sports economy. This book presents an overview of the history of fantasy sport and its close connection to innovations in sports media. Drawing on extensive empirical research, it offers an analysis of the demographics of fantasy sport, the motivations of fantasy sport players and their significance as heavy consumers of sport media and as ultra-fans. It also draws cross-cultural comparisons between fantasy sport players in the US, UK, Europe and beyond. The Fantasy Sport Industry examines the key commercial and media stakeholders in the production and development of fantasy sport, and points to new directions for the fantasy sport industry within modern sport business. It is therefore, fascinating reading for any student, scholar or professional with an interest in sports media, sports business, fandom, the relationship between sport and society, or cultural studies.

Sport Marketing

NASCAR For Dummies®

The Official Nascar 2013 Preview and Press Guide

Global perspectives

Latinos and American Popular Culture

The Zogby Report on the Transformation of the American Dream

From Demolition Derbies to NASCAR

Provides practical help for the day-to-day concerns that keep managers awake at night. This book aims to fill the gap between the legal and policy issues that are the mainstay of human resources and supervision courses and the real-world needs of managers as they attempt to cope with the human side of their jobs.

From its raw beginnings on Southern dirt tracks, NASCAR smacked of a slightly depraved spectacle, as if nothing but trouble could come from the unbridled locomotion of a V8 engine. By the time NASCAR roared into the twenty-first century, it had grown into a billion-dollar sports and marketing colossus, its races attended by hundreds of thousands of fans on any given weekend from mid-February through mid-November, watched on television by the second-largest viewing audience in sports, and bankrolled by the marketing largesse of the Fortune 500's elite. One Helluva Ride, a full-throttle account of the rise and reign of NASCAR nation, is award-winning motorsports reporter Liz Clarke's chronicle of how stock car racing exploded from regional obsession to national phenomenon. In covering the sport for more than fifteen years, Clarke has developed a strong rapport with NASCAR's drivers, team owners, and hard-core fans. Through her reporting and analysis, we get to know the public and private sides of NASCAR's most iconic figures, including seven-time champion Richard Petty, who set the standard for treating fans with respect, and the late Dale Earnhardt, whose brazen, bullying tactics wreaked havoc on the track, but whose heart was as big as Daytona's infield. The sports world stopped in its tracks the day Earnhardt was killed on the last lap of the 2001 Daytona 500. Some feared that NASCAR's soul would die with him. But it has raced on, steered by visionary promoters, the all-controlling France family (who founded the sport), and, above all, the next generation of drivers to stir fans' passions: Dale Earnhardt, Jr., son of the NASCAR legend and now, like his father before him, the circuit's most popular driver; Jeff Gordon, the beloved but oft-maligned outsider, bred from the cradle to be NASCAR's winningest modern champion; and Kasey Kahne, a reluctant heartthrob whose confidence derives entirely from an accelerator pedal. Clarke also brings us inside NASCAR's most triumphant and tragic dynasties: the Pettys, the Earnhardts, and the Allison—and reveals how faith, family, and a deep-seated love of their sport helps them cope with grief and loss. Clarke shows NASCAR to be at a crossroads. In pursuit of a broader audience, NASCAR has severed its sponsorship ties to Big Tobacco, abandoned racetracks in small markets in favor of speedways near glitzy major cities, and welcomed Japan's Toyota into a sport traditionally restricted to American-made sedans. As NASCAR races toward mass appeal, some suggest it is leaving its roots behind. To others, it is boldly extending its reach from the Southern workingman to every man, woman, and child in the world. Whether you're one of the die-hard NASCAR faithful or just a casual follower, nobody brings you closer to the sport and business of big-time stock car racing than Liz Clarke. This book, like the phenomenon it profiles, really is One Helluva Ride.

Sport Promotion and Sales Management Human Kinetics

There may be no story today with a wider gap between fact and fiction than the relationship between the United States and Mexico. Wall or no wall, deeply intertwined social, economic, business, cultural, and personal relationships mean the US-Mexico border is more like a seam than a barrier, weaving together two economies and cultures. Mexico faces huge crime and corruption problems, but its remarkable transformation over the past two decades has made it a more educated, prosperous, and innovative nation than most Americans realize. Through portraits of business leaders, migrants, chefs, movie directors, police officers, and media and sports executives, Andrew Selee looks at this emerging Mexico, showing how it increasingly influences our daily lives in the United States in surprising ways--the jobs we do, the goods we consume, and even the new technology and entertainment we enjoy. From the Mexican entrepreneur in Missouri who saved the US nail industry, to the city leaders who were visionary enough to build a bridge over the border fence so the people of San Diego and Tijuana could share a single international airport, to the connections between innovators in Mexico's emerging tech hub in Guadalajara and those in Silicon Valley, Mexicans and Americans together have been creating productive connections that now blur the boundaries that once separated us from each other.

A Strategic Perspective, 5th edition

Secrets to Grabbing His Attention and Stealing His Heart

Games within Games

Dale Earnhardt Jr. (Revised Edition)

Principles and Applications

Sports in America from Colonial Times to the Twenty-First Century: An Encyclopedia

Sport Management

The amazing and dramatic story of Bill Lester, one of the most well-known NASCAR drivers in history—and a pioneer whose determination and spirit has paved the way for a new generation of racers. NASCAR has traditionally been a southern, white man's sports, but it was knocked off its axis when Bill Lester entered the playing field. Bill did not grow up in the sport as so many other drivers had. He enjoyed racing as a side hobby while he worked as an engineer at Hewlett-Packard until, at the age of 40, and while standing on the brink of peril or promise, he quit his job to pursue racing full time. Blessed with natural talent, Bill still had a trifecta of odds against him: he was black, he was middle aged, and he wasn't a southerner. Bill was not the quintessential

“good old boy” that NASCAR was used to seeing and many fans did not hide their contempt for him. Bill Lester rose above it all, as did his rankings, and he made history time and time again, becoming the first African American to race in NASCAR’s Busch Series, the first to participate in the Nextel Cup and the first to win a Pole Position start in the NASCAR Craftsman Truck Series. In *Winning In Reverse*, Bill reveals how he came to love working on muscle cars as a child, racing in the streets as a teenager, getting married, pursuing amateur racing and then finally transitioning to the pros. Readers will be inspired by Bill’s inspirational and encouraging voice and the conviction that fills each page. Whether you are contemplating a career or lifestyle change, challenging social norms, or struggling against prejudice or bigotry, *Winning in Reverse* is a story for sports fans and readers everywhere about the power of perseverance in the face of adversity.

*Sport Management: Principles and applications* provides a comprehensive introduction to the practical application of management principles within sport organisations. It is ideal for first and second year students studying sport management related courses, as well as those studying business focussed and human movement/physical education courses seeking an overview of sport management principles. In full colour to make key information easier to locate, the book provides a comprehensive overview of:

- The nature of the sport industry and the role of the state, non-profit and professional sectors in sport.
- Core management principles and their application in sport, highlighting the unique features of how sport is managed. Includes discussion and insight into strategic planning, organisational culture, organisational structures, human resource management, leadership, governance, financial management, marketing and performance management. Highly accessible, each chapter has a coherent structure featuring:
- A conceptual overview of the focus for the chapter.
- A presentation of accepted practice and key research findings supported by specific organisational examples at the community, state/provincial, national and professional levels drawing from countries around the globe.
- A section of teaching and learning resources including a reference list, suggestions for further reading, relevant websites, and tutorial activity or study questions..

-Brand new to this edition is a new case study at the end of each chapter as well as two new chapters on marketing and financial management. \* Covers the fundamental management issues unique to sport so that students understand how general management principles relate to their area of study. \* Extensive online lecturer materials, including PowerPoint for every chapter, tutorial activities, test banks, and diagnostic and teaching notes help lecturers save time preparing for lectures. \* Brand new case studies, examples and chapters from the UK, Europe and Asia-Pacific prepare students for employment in any country.

Highly practical and engaging, *Sports Marketing* equips students with the skills, techniques, and tools they need to be successful marketers in any sporting environment. The book combines scholarly theory with the perspectives of those who have been actively involved in the sports business. A worldwide range of examples from all levels of sports, as well as insider expertise, strongly ties classroom learning to real-world practice, and assures students that the theory is relevant. New material includes:

- Expanded coverage of marketing analytics and the use of market-driven tactics showing students how to strengthen customer relationships and maximize profits
- Greater attention to the impact of new technologies on customer relationships, such as social media, content marketing, ticketing strategies, and eSports, ensuring students are exposed to the latest advancements in marketing for sports
- A stronger global focus throughout the book, including several new cases from outside the U.S., as well as coverage of international sporting organizations, such as FIFA and the ever popular English Premier League
- Six new "You Make the Call" short cases to offer opportunities for analysis and decision making in sectors of sports marketing including sports media, experiential events, and eSports

These popular "You Make the Call" cases and review questions stimulate lively classroom discussion, while chapter summaries and a glossary further support learning. *Sports Marketing* will give students of sports marketing and management a firm grasp of the ins and outs of working in sports.

What began on the dusty racetracks of the rural South is now a world-class enterprise, as closely watched by Wall Street as by hometown racing fans. How NASCAR grew from its provincial roots to become a big business of international proportions is the story Mark Yost tells in *The 200-MPH Billboard*. A seasoned sports and business reporter for the *Wall Street Journal* and contributor to the *New York Times* and the *Sports Business Journal*, Yost demystifies the economics and politics behind NASCAR sponsorship. His book takes us behind the scenes of some of the head-turning corporate deals that altered the way NASCAR does business. From Junior Johnson’s contract with Darrell Waltrip and Mountain Dew, which announced a significant change, to deals between the likes of Dale Jr. and Budweiser, Tony Stewart and Home Depot, NASCAR and Fox Television, this book clearly tracks the subtle and not-so-subtle transformations that corporate sponsorship has wrought in recent years. And it offers a rare insider’s look at what these changes have meant for NASCAR and its devoted fans.

Vanishing Frontiers

Masculinity and Sports Talk Radio

Sports Mania

The Way We'll Be

Ballhyped.com Presents ... the Best Sports Blogs of 2010

Essays on Fandom and the Media in the 21st Century

The Business of Sports

***Pocono: NASCAR's Northern Invasion," by author Joe Miegoc, is the story of how NASCAR stepped into the breach created by the Indy car war of the late 1970s, saved Pocono Raceway from extinction and gave it an expanded national identity. In the late 1970s, NASCAR's northern races were few. One was at Pocono, a unique three-turn track caught in the middle in the CART-USAC war which was about to send Indy car racing's popularity into history's ashbin. As Pocono teetered on bankruptcy, NASCAR founder Bill France convinced Pocono owner Dr. Joe Mattioli to try it one last time. France knew Pocono's strategic value, rewarding Pocono with a second Winston Cup race in the process. Hall of Fame drivers and NASCAR insiders tell how Pocono gave NASCAR expanded exposure to 30 million people in a 300-mile radius of the track. "Pocono: NASCAR's Northern Invasion" tells the story of the third-largest rock festival of the 1970s drawing 200,000 fans, of where Janet Guthrie became the first woman to drive in a 500-mile Indy car race, where Tim Richmond flashed onto the stock-car scene and where Bobby Allison's career ended on a Father's Day afternoon.***

***This is a guide to promotion and sales in the sport industry. Experts from the classroom and sports field offer insights and experiential data on the skills needed to succeed in sports promotion and sales.***

***The Advocate is a lesbian, gay, bisexual, transgender (LGBT) monthly newsmagazine. Established in 1967, it is the oldest continuing LGBT publication in the United States.***

***Soon after the first automobiles were introduced in the United States, auto racing became a reality. Since that time, motorsports***

*have expanded to include drag racing, open wheel racing, rallying, demolition derbies, stock car racing, and more. Motorsports have grown to such an extent that NASCAR is now the second most watched professional sport in America, behind only football. But motorsports are about much more than going fast and finishing first. These events also reflect our culture, our society, our values, and our history. In **Motorsports and American Culture: From Demolition Derbies to NASCAR**, Mark D. Howell and John D. Miller bring together essays that examine the relevancy of motorsports to American culture and history, from the late nineteenth century to the present. Addressing a wide spectrum of motorsports—such as stock car racing, demolition derbies, land speed record pursuits, and even staged train wrecks—the essays highlight the social and cultural implications of contemporary and historical moments in these sports. Topics covered include gender roles in motorsports, hot rods and the creation of fan and participant identities, the appeal of demolition derbies, the globalization of motorsports, the role of moonshine in stock car history, the economic relationship between NASCAR and its corporate sponsors, and more. Offering the most thorough study of motorsports to date from a diverse pool of disciplines and subjects, **Motorsports and American Culture** will appeal to motorsports and automobile enthusiasts, as well as those interested in American history, popular culture, sports history, and gender studies.*

**Volume 20: Social Class**

**The 200-MPH Billboard**

**The Girl's Guide to Winning a NASCAR(R) Driver**

**Encyclopedia of American Political Parties and Elections**

**Contemporary Sport Marketing**

**Beer, Babes, and Balls**

**Profiles of Popular Culture**

*This book offers a complete overview of the contributions of U.S. Latinos to American popular culture and examines the emergence of the U.S. Latino identity.*

*In addition to a new 8 page, full-color insert, this third edition of **NASCAR For Dummies** offers readers information on recent changes in technology such as the "Car of Tomorrow" and updates to the information that has made previous editions of **NASCAR For Dummies** a must-have guide for fans of this exciting sport.*

*"How do you marry a NASCAR driver?" In a professional sport where over half its athletes are single men, no one but Liz Allison would, let alone could, dare to answer. Tongue-in-cheek but cunningly insightful, this satirical relationship guidebook with a NASCAR twist that will rev any female NASCAR fan's engine.*

*Leading scholars in sports communication tackle a wide range of subjects in these essays, including the ways in which people root for their teams, the consumption of sports information, and the uses of technology to cultivate fan communities. Taking an interdisciplinary approach through the fields of communication, psychology and telecommunications, this collection explores modern fans, their motives and culture, and their identification with sports and individual teams. Instructors considering this book for use in a course may request an examination copy [here](#).*

**The New Encyclopedia of Southern Culture**

**One Helluva Ride**

**The Inside Story of How Big Money Changed NASCAR**

**Athletes Breaking Bad**

**Defying the Odds and Achieving Dreams—The Bill Lester Story**

**An Encyclopedia**

**Encyclopedia of Sports Management and Marketing**

This four-volume set introduces, on the management side, principles and procedures of economics, budgeting and finance; leadership; governance; communication; business law and ethics; and human resources practices; all in the sports context. On the marketing side this reference resource explores two broad streams: marketing of sport and of sport-related products (promoting a particular team or selling team- and sport-related merchandise, for example), and using sports as a platform for marketing non-sports products, such as celebrity endorsements of a particular brand of watch or the corporate sponsorship of a tennis tournament. Together, these four volumes offer a comprehensive and authoritative overview of the state of sports management and marketing today, providing an invaluable print or online resource for student researchers.

At their basic level, sporting events are about numbers: wins and losses, percentages and points, shots and saves, clocks and countdowns. However, sports narratives quickly leave the realm of statistics. The stories we tell and retell, sometimes for decades, make sports dramatic and compelling. Just like any great drama, sports imply conflict, not just battles on the field of play, but clashes of personalities, goals, and strategies. In telling these stories, we create heroes, but we also create villains. This book is about the latter, those players who transgress norms and expectations and who we label the "bad boys" of sports. Using a variety of approaches, these 13 new essays examine the cultural, social, and rhetorical implications of sports villainy. Each chapter focuses on a different athlete and sport, questioning issues such as how notorious sports figures are defined to be "bad" within particular sports and within the larger culture, the role media play in creating antiheroes, fan reactions when players cross boundaries, and how those boundaries shift depending on the athlete's gender, sexuality, and race.

Co-authored by two of the world's foremost experts on sports culture, one American and one European, this book draws on both the outsider's perspective and that of the insider to explain American sports culture. With extensive use of examples and illustrations, the development of American sport from the 19th century until the present day is explained with reference to political, social, gender and economic issues.

Any sports marketing student or prospective sports marketer has to understand in detail genuine industry trends and be able to recognise solutions to real-world scenarios. **Sports Marketing: A Practical Approach** is the first textbook to offer a comprehensive,

engaging and practice-focused bridge between academic theory and real-life, industry-based research and practice. Defining the primary role of the sports marketer as revenue generation, the book is structured around the three main channels through which this can be achieved — ticket sales, media and sponsorship — and explores key topics such as: Sports markets and business markets (b2b) Fan development Brand management Media audiences, rights and revenue Live sports events Sponsorship Merchandise and retail Integrating real industry-generated research into every chapter, the book also includes profiles of leading industry executives and guidance for developing and preparing for a career in sports marketing. It goes further than any other sports marketing textbook in surveying the international sports market, including international cases and detailed profiles of international consumer and business markets throughout. A companion website offers multiple choice questions for students, editable short answer and essay questions, and lecture slides for instructors. No other textbook offers such a relevant, practice-focused overview of contemporary sports marketing. It is the ideal companion to any sports marketing course.

Winning in Reverse

Pocono: NASCAR's Northern Invasion

The Fantasy Sport Industry

How NASCAR Swept the Nation

Television in the Age of Media Convergence

While the pimps and players of blaxploitation movies dominated inner-city theaters, good old boys with muscle under their hoods and muscle trunks roared onto drive-in screens throughout rural America. The popularity of these "hick flicks" grew throughout the '70s, and they gained acceptance with the 1977 release of *Smokey and the Bandit*. It marked the heyday of these regional favorites, but within a few short years economic realities within the movie business and the collapse of the drive-in market would effectively spell the end of the so-called hixploitation genre. This comprehensive study of the hixploitation genre is the first of its kind. Chapters are divided into three major topics. Part One deals with everything from redneck sheriffs, to moonshiners, to honky-tonk heroes and beyond. Part Two explores road movies, featuring back-road racers, truckers, and everything in between. Part Three, "In the Woods," covers movies about all manner of beasts--some of them human--populating the swamps of rural America. Film stills are included, and an afterword examines both the decline and metamorphosis of the genre. A filmography, bibliography, and index accompany the text.

From Hank Williams to hip hop, Aunt Jemima to the Energizer Bunny, scrap-booking to NASCAR racing, this volume—edited by a pioneer in the field—invites readers to reflect on a sampling of modern myths, icons, archetypes, and rituals. Ray B. Browne has mined both scholarly and mainstream sources to bring together penetrating essays on fads and fashions, sports fandom, the shaping of body image, the marketing of food, vacationing and games, genre fiction, post-9/11 entertainment, and much more.