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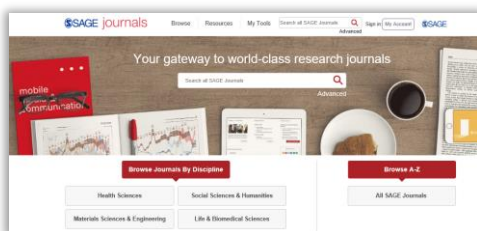
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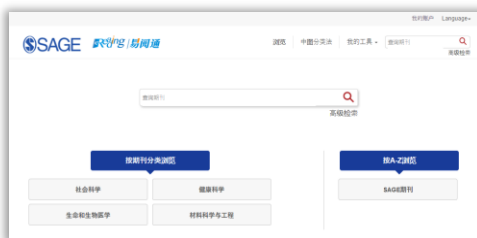
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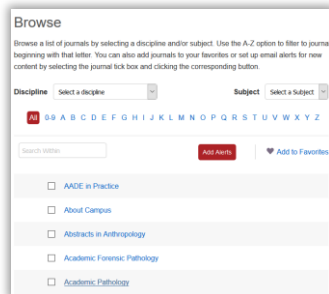
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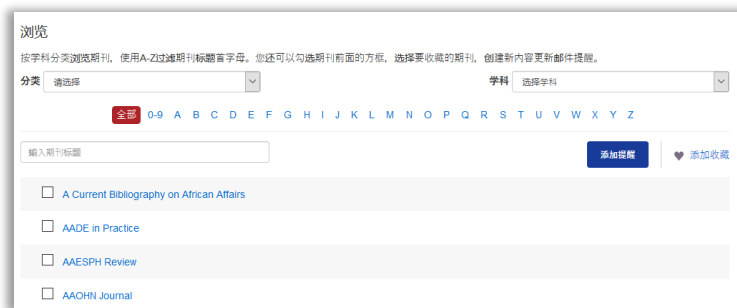
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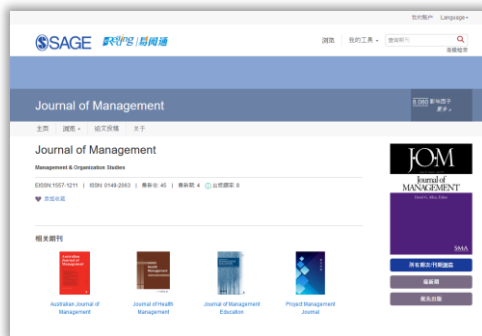
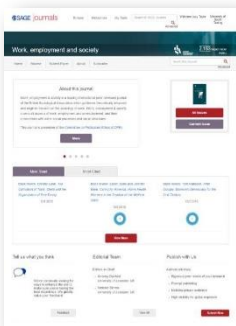
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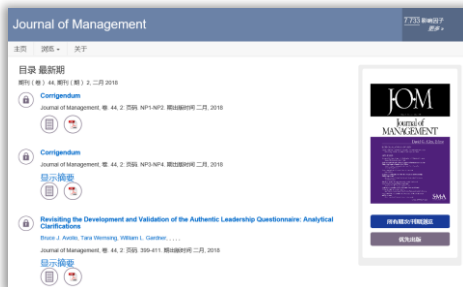
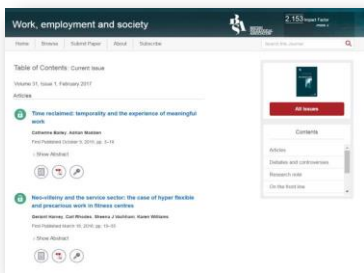
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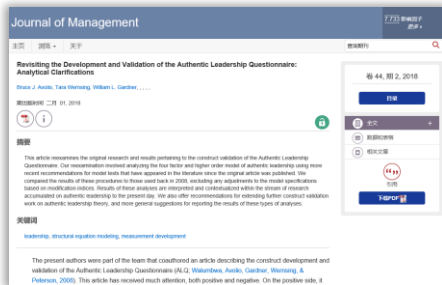
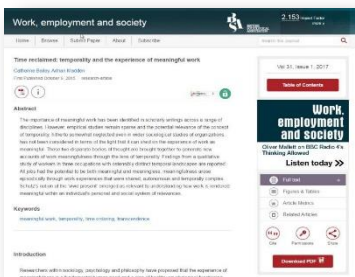
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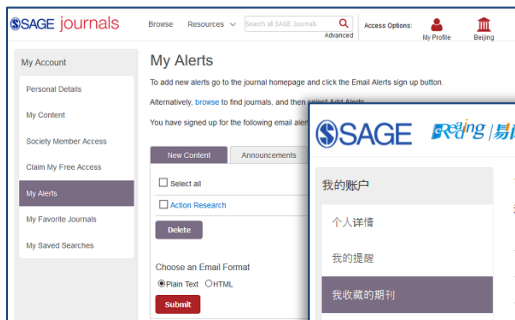
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Global sport and consumer culture: An introduction

Richard Giulianotti, Dino Numerato.
Journal of Consumer Culture, vol. 18, 2: ... Published December 5, 2017.

Book Reviews : Jennifer Scanlon, Inarticulate Longings: The Ladies' Home Journal, Gender, and the Promises of Consumer Culture. New York: Routledge, 1995

Nancy Woloch
Journal of Family History, vol. 22, 3: pp. 357-358. . First Published Jul 1, 1997.

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Global sport and consumer culture: An introduction
Richard Giulianotti, Dino Numerato
First Published December 9, 2017 | Research Article | 1672
https://doi.org/10.1177/1059424217744691

Abstract
This paper introduces the Special Issue of the *Journal of Consumer Culture* on the theme of 'Global Sport and Consumer Culture'. We begin by briefly setting out how the interrelations of global sport and culture have emerged through three historical stages: first, a take-off phase from the late 19th to the mid-1940s; second, an 'integrative and expansionist' phase from the late 1940s to the late 1970s; and third, a 'transnational hyper-commodification' phase from the early 1980s onwards. We argue that contemporary global consumer sport is underpinned by five large-scale transnational processes, which are globalization, securitization, mediation, and postmodernization. We explore how a variety of substantive themes subsequently emerge within global consumer sport, which are diversely referenced by the papers in this special issue; these themes include social structures and divisions, celebrity culture, the rise of consumers, and the global aspects of global consumer sport. We conclude by outlining the contents of the seven papers contained within this Special Issue.

Keywords
Sport, consumer culture, globalization, commodification, media

Author Biographies
Richard Giulianotti is a professor of Sociology at Loughborough University, UK and professor II at the University College of Southeast Norway, Trondheim, Norway. He has conducted numerous funded research projects, and published many books and journal papers, in the fields of sport, globalization, development, politics, youth, crime and deviance, migration, and mega-events.
Dino Numerato is an assistant professor and head of Department of Sociology at the Institute of Sociological Studies, Faculty of Social Sciences, Charles University, Prague (Czech Republic). He was research fellow at Loughborough University (Loughborough, UK), Bocconi University (Milan, Italy) and University La Sapienza (Rome, Italy). His principal research interests are in the sociology of sport, sociology of health care and social theory. His work has been published also in *Sociology*, *Current Sociology*, *Qualitative Research*, *Journal of Consumer Culture*, *Sociology of Health and Illness*, *Journal of Sport and Social Issues* and *International Review for the Sociology of Sport*.

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Global sport and consumer culture: An introduction
Richard Giulianotti, Dino Numerato
Published May 01, 2018

Abstract
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