



# Sport Stars: The Cultural Politics of Sporting Celebrity

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In a culture obsessed with celebrity, sportmen and women are some of the highest profile figures. We are fascinated by sport stars' lifestyles, love lives, and earning power. *Sport Stars* investigates the nature of contemporary sporting celebrity, examining stars' often turbulent relationships with the media, and with 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 sporting celebrity, and consider the ways in which these most public of individuals inform and influence private experience.

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