

*Librería*  
***Bonilla y Asociados***  
*desde 1950*



**Título:** The Sport Star: Modern Sport And The Culture Economy

**Autor:** Smart Barry

**Precio:** \$657.00

**Editorial:**

**Año:** 2005

**Tema:**

**Edición:** 1<sup>a</sup>

**Sinopsis**

**ISBN:** 9780761943518

Addressing a number of prominent sports and sport stars, this book demonstrates the economic and cultural factors that have contributed to the popularity of sport stars. It also examines issues such as race and gender, the impact of professionalization, growing media coverage, and the role of agents.