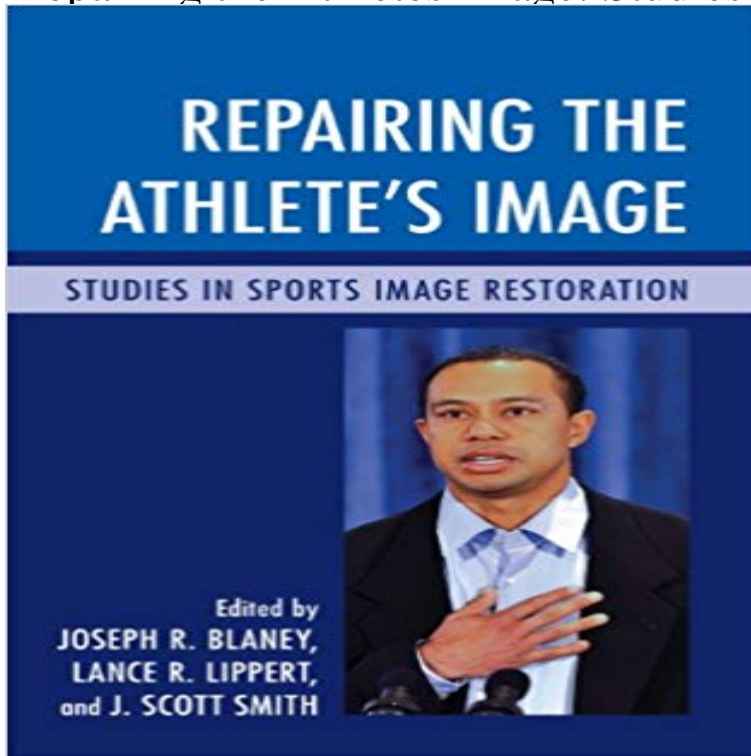


Repairing the Athletes Image: Studies in Sports Image Restoration



Repairing the Athletes Image: Studies in Sports Image Restoration, edited by Joseph R. Blaney, Lance Lippert, and J. Scott Smith, offers twenty-one case studies and conceptual frameworks about athletes and their organizations as they attempt to mitigate the effects of malfeasance. Employing traditional Image Restoration Theory (IRT) approaches to athletic communication (and other innovative approaches), the contributors to this volume add to our understanding of which communicative strategies work best for athletes when their reputations are sullied. This comprehensive text presents case studies of varying athletes, sports, and public relations scenarios with prescriptive advice for those attempting to repair athletic reputations. The contributors variously explore such controversies and mischief as the steroids accusations lobbed at Barry Bonds and Roger Clemens, the Michael Phelps marijuana controversy, the sexual misconduct of Tiger Woods and Kobe Bryant, and other topical subjects in sports communication and image repair. While this book will be useful for athletes, coaches, managers, and agents in varying athletic endeavors and levels, it is also a dream collection for teachers and scholars of sports communication. The subjects examined in this study span country, gender, and popularity of sport (not to mention a healthy variety of types of accusations.) Repairing the Athletes Image is an essential resource for graduate and upper-level undergraduate courses in sports communication and popular culture.

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