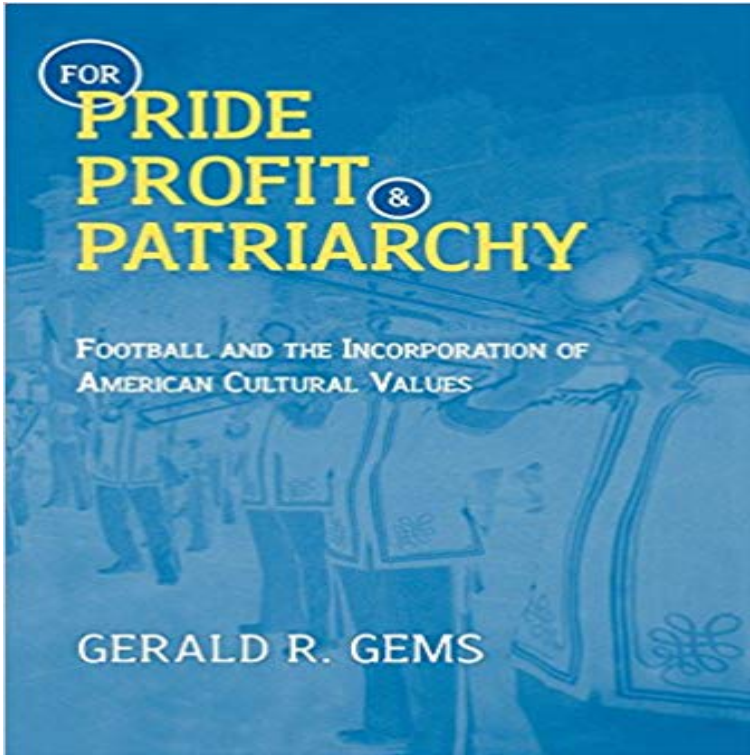


## For Pride, Profit, and Patriarchy : Football and the Incorporation of American Cultural Values



Sports history has emerged as a popular study over the past quarter century, and scholars have fueled this interest by providing a wealth of information on baseball and its role in American culture. Despite this increasing focus on the connection between sports and societal values, football, the sport that emerged in the late nineteenth century and merged the values of winning and commercialization with the culture of higher education, has been left relatively unexplored. This gap in sports history has left many questions unanswered, including footballs link to American cultural values. Gerald R. Gems has filled this gap in sports history with his latest title, For Pride, Profit, and Patriarchy: Football and the Incorporation of American Cultural Values. This intriguing resource covers a host of issues including the rise of football, football and feminism, militarism and leadership training, and multiculturalism in football. A broad and comprehensive analysis of the ways in which football addressed the cultural and ideological tensions within American society during its period of development and consolidation after the Civil War, this study is ideal for everyone from the football enthusiast to the general reader.

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