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# Michael Jordan And The New Global Capitalism

**William C. Rhoden**



## **Michael Jordan And The New Global Capitalism:**

Michael Jordan and the New Global Capitalism (New Edition) Walter LaFeber, 2002-09-17 Examines how the Nike corporation using the popularity of Chicago basketball player Michael Jordan impacted the economies and cultures of the world through its advertising campaign     Thinking Otherwise Susan A. Brewer, Richard H. Immerman, Douglas Little, 2024-10-15 Thinking Otherwise addresses the question of what makes a great historian by exploring the teaching and scholarship of Walter LaFeber widely acclaimed as the most distinguished historian of US foreign relations This volume of essays edited by Susan A Brewer Richard H Immerman and Douglas Little is a testament to a scholar who published more than a dozen books during his time at Cornell University where he delivered legendary lectures for half a century The chapters trace LaFeber s journey as a scholar and demonstrate his enduring influence on the history of US foreign relations by linking six of his monographs to his abiding concern about the fate of the American experiment from the 18th century to the present Thinking Otherwise explains and assesses the scholarship of a historian whose work became canonical in his lifetime and continues to resonate throughout public policy debates     Higher Education Christian Gilde, 2007-06-15 Higher Education Open for Business addresses a problem in higher learning which is newly recognized in the academic spotlight the overcommercialization of higher education The book asks that you the reader think about the following Did you go to a Coke or Pepsi school Do your children attend a Nike or Adidas school Is the college in your town a Dell or Gateway campus These questions should not be a primary concern for students parents or faculty in an environment that has to allow students to freely focus on learning But in a time of fiscal uncertainty can higher education ignore the benefits of commercial ventures It may seem foolish to do so However commercialism has gotten too close to certain aspects of academia such as the campus environment classroom activities academic research and college sports This disturbing encroachment of academic ground is addressed in Higher Education Open for Business by a diverse host of authors who are closely involved in higher learning

**Global Modernity** Arif Dirlik, 2015-11-17 A compelling essay on the contemporary human condition William D Coleman Director of the Institute on Globalization and the Human Condition McMaster University An unusually perceptive and balanced appraisal of the globalization hype and its relation to the reality of global capitalism Immanuel Wallerstein Yale University In his provocative new book Arif Dirlik argues that the present represents not the beginning of globalization but its end We are instead in a new era in the unfolding of capitalism global modernity The fall of communism in the 1980s generated culturally informed counter claims to modernity Globalization has fragmented our understanding of what is modern Dirlik s global modernity is a concept that enables us to distinguish the present from its Eurocentric past while recognizing the crucial importance of that past in shaping the present     *American National Pastimes - A History* Mark Dyreson, Jaime Schultz, 2016-04-14 When the colonies that became the USA were still dominions of the British Empire they began to imagine their sporting pastimes as finer recreations than even those enjoyed in the motherland From the war of

independence and the creation of the republic to the twenty first century sporting pastimes have served as essential ingredients in forging nationhood in American history This collection gathers the work of an all star team of historians of American sport in order to explore the origins and meanings of the idea of national pastimes of a nation symbolized by its sports These wide ranging essays analyze the claims of particular sports to national pastime status from horse racing hunting and prize fighting in early American history to baseball basketball and football more than two centuries later These essays also investigate the legal political economic and culture patterns and the gender ethnic racial and class dynamics of national pastimes connecting sport to broader historical themes American National Pastimes chronicles how and why the USA has used sport to define and debate the contours of nation This book was published as a special issue of the International Journal of the History of Sport      *Michael Jordan, Inc.* David L. Andrews, 2001-08-16 Uses Michael Jordan as a vehicle for viewing the broader social economic political and technological concerns that frame contemporary culture      **Gender on the Borderlands** Antonia Castañeda, 2007-07-01 Both noted and new scholars reweave the fabric of collective family and individual history with a legacy of agency and activism in the borderlands in these twenty one original selections Contributors explore themes of homeland sexuality language violence colonialism and political resistance within the most recent frameworks of Chicana Chicano inquiry Art as social critique culture as a human right labor activism racial plurality Indigenous knowledge and strategies of decolonization all vitalize these selections edited by one of the country's most respected historians of the borderlands Antonia Castañeda      Explaining the History of American Foreign Relations Michael J. Hogan, Thomas G. Paterson, 2004-01-19 Originally published in 1991 Explaining the History of American Foreign Relations has become an indispensable volume not only for teachers and students in international history and political science but also for general readers seeking an introduction to American diplomatic history This collection of essays highlights a variety of newer innovative and stimulating conceptual approaches and analytical methods used to study the history of American foreign relations including bureaucratic dependency and world systems theories corporatist and national security models psychology culture and ideology Along with substantially revised essays from the first edition this volume presents entirely new material on postcolonial theory borderlands history modernization theory gender race memory cultural transfer and critical theory The book seeks to define the study of American international history stimulate research in fresh directions and encourage cross disciplinary thinking especially between diplomatic history and other fields of American history in an increasingly transnational globalizing world      Back to Our Future David Sirota, 2011-03-15 Wall Street scandals Fights over taxes Racial resentments A Lakers Celtics championship The Karate Kid topping the box office charts Bon Jovi touring the country These words could describe our current moment or the vaunted iconography of three decades past In this wide ranging and wickedly entertaining book New York Times bestselling journalist David Sirota takes readers on a rollicking DeLorean ride back in time to reveal how so many of our present day conflicts are rooted in the larger than life pop culture of

the 1980s from the Greed is good ethos of Gordon Gekko and Bernie Madoff to the Make my day foreign policy of Ronald Reagan and George W Bush to the transcendence of Cliff Huxtable and Barack Obama Today's mindless militarism and hypernarcissism Sirota argues first became the norm when an 80s generation weaned on Rambo one liners and Just Do It exhortations embraced a new religion with comic books cartoons sneaker commercials videogames and even children's toys serving as the key instruments of cultural indoctrination Meanwhile in productions such as Back to the Future Family Ties and The Big Chill a campaign was launched to reimagine the 1950s as America's lost golden age and vilify the 1960s as the source of all our troubles That 1980s revisionism Sirota shows still rages today with Barack Obama cast as the 60s hippie being assailed by Alex P Keaton esque Republicans who long for a return to Eisenhower era conservatism The past is never dead William Faulkner wrote It's not even past The 1980s even more so With the native dexterity only a child of the Atari Age could possess David Sirota twists and turns this multicolored Rubik's Cube of a decade exposing it as a warning for our own troubled present and possible future

*The Myth of Michael Jordan in Popular Culture* Tomasz Jacheć, 2024-03-18 This book examines the life and career of Michael Jordan one of the greatest athletes in the history of sports asking how he transcended his sport to become a canonical myth in popular culture Drawing on work in sport studies cultural studies sociology history business and media this book helps us to understand how myths are made in modern society and highlights the importance of myths in a post truth world It unpacks the underlying monomythical structure of the Jordan myth including the universality of the hero's journey and explores those features that are inherently American but that also carried Jordan to the status of a global superstar This book traces the contours of his career and looks at how the intersection of commercial interests media narratives and supreme athletic talent in a particular social political and historical context generated a myth that continues to resonate today long after the end of Jordan's playing career Drawing on original research and adding new theoretical depth to our understanding of Michael Jordan's place in popular culture this book is essential reading for anybody with an interest in the relationship between sport and wider society

**Sport in a Changing World** Howard L. Nixon, 2015-11-30 In a stressful turbulent world sport can be an escape from reality Yet sport actually mirrors the issues and problems of our world today bearing the imprint of powerful forces of social change This book offers a sociological perspective for seeing and understanding the place of sport in society and how it is affected by big business and by demographic cultural organization economic political and technological change Nixon writes vividly of the making and unmaking of heroes and celebrities Throughout he shows how the combined influence of networks of major sports organizations media corporations and corporate sponsors is shaping sport around the world

**Defending the American Way of Life** Kevin B. Witherspoon, 2018-12-01 Winner 2019 NASSH Book Award Anthology The Cold War was fought in every corner of society including in the sport and entertainment industries Recognizing the importance of culture in the battle for hearts and minds the United States like the Soviet Union attempted to win the favor of citizens in nonaligned states

through the soft power of sport Athletes became de facto ambassadors of US interests their wins and losses serving as emblems of broader efforts to shield American culture both at home and abroad against communism In *Defending the American Way of Life* leading sport historians present new perspectives on high profile issues in this era of sport history alongside research drawn from previously untapped archival sources to highlight the ways that sports influenced and were influenced by Cold War politics Surveying the significance of sports in Cold War America through lenses of race gender diplomacy cultural infiltration anti communist hysteria doping state intervention and more this collection illustrates how this conflict remains relevant to US sporting institutions organizations and ideologies today **Visualising Slavery**

Celeste-Marie Bernier, Hannah Durkin, 2016-03-10 This book adopts a comparative and interdisciplinary perspective to investigate the experimental bodies of works produced by African American African Caribbean and Black British artists in order to excavate and theorise the formal and thematic contours of an African Diasporic visual arts tradition

**The Problem of Race in the 21st Century** Thomas C. Holt, 2009-06-30 An analysis of how the conditions of race and racism in our culture have changed in our time and what this means for our future The problem of the twentieth century is the problem of the color line W E B Du Bois wrote in 1903 and his words have proven sadly prophetic As we enter the twenty first century the problem remains and yet it and the line that defines it have shifted in subtle but significant ways This brief book speaks powerfully to the question of how the circumstances of race and racism have changed in our time and how these changes will affect our future Foremost among the book's concerns are the contradictions and incoherence of a system that idealizes black celebrities in politics popular culture and sports even as it diminishes the average African American citizen The world of the assembly line boxer Jack Johnson's career and *The Birth of a Nation* come under Thomas Holt's scrutiny as he relates the malign progress of race and racism to the loss of industrial jobs and the rise of our modern consumer society Understanding race as ideology he describes the processes of consumerism and commodification that have transformed but not necessarily improved the place of black citizens in our society As disturbing as it is enlightening this timely work reveals the radical nature of change as it relates to race and its cultural phenomena It offers conceptual tools and a new way to think and talk about racism as social reality Praise for *The Problem of Race in the Twenty first Century* Debates about race often take the form of a mind game designed to establish whether or not a particular word or act is racially motivated This book provides a compelling argument for rethinking our ideas about race Frank Furedi *New Statesman* Holt rightly asserts that our racial legacy should be a point of departure not a destination in examining the enduring nature of racial enmity As a nation and as individuals we must imagine ourselves beyond while remaining aware of those forces that are at the root of the enmity Vernon Ford *Booklist* Readers will benefit from Holt's expert and careful examination of these narratives of contradiction and incoherence as he attempts to forecast the reigning racial ethos for the next millennium Holt writes in clear precise prose and makes an important contribution to both public and academic discussions of race and labor and their

intersections in U S politics Publishers Weekly      **The Global Politics of Sport** Lincoln Allison,2004-08-02 Sport presents one of the most advanced cases of globalisation arguably because there are fewer cultural and political obstacles to the development of trade and international power in sport than there are in other fields Thus there has been a change in the nature of the politics of sport since the end of the Cold War the subject must be rewritten to acknowledge a twenty first century world in which international sporting organisations and transnational corporations have become far more important than states The Global Politics of Sport presents a range of essays examining the emerging global political issues in twenty first century sport including The role and power of organisations such as FIFA and the IOC The influence of US exceptionalism The construction of global sports heroes Tensions developing within traditionally alternative sports in a global commercial culture The Global Politics of Sport presents new and fresh exploration of different conceptions of sport as a purely commercial activity and as an activity as embodying higher social and ethical values      *Michael Jordan* David L. Porter,2007-07-30 With the possible exceptions of boxer Muhammad Ali and baseball player Babe Ruth no athlete has made a greater impact on American society or in the world than Michael Jordan Follow the life of one of the most recognizable athletes and living brands inside this engaging and balanced biography He is among the best known and wealthiest athletes in the history of organized sports With the possible exceptions of boxer Muhammad Ali and baseball player Babe Ruth no athlete has made a greater impact on American society or in the world than Michael Jordan Follow the life of one of the most recognizable athletes and living brands inside this engaging and balanced biography When basketball stars Larry Bird and Magic Johnson retired in the early 1990s Michael almost single handedly propelled the NBA to stratospheric levels of success and international visibility As a player for the Chicago Bulls he generated instant crowd thrills with his record setting drives and dunks selling countless books newspapers videotapes NBA game tickets and hours of television time The NBA promoted Michael basing its popularity on his image as the greatest showman in sports history Yet his sports hero status extends beyond NBA records Michael changed the game by becoming the most effectively marketed athlete of his generation Nike and many other companies rode and continue to ride on the coattails of Air Jordan s legend Author David Porter highlights Jordan s on and off the court accomplishments and examines his relationship with Chicago Bulls coaches his commercial endorsements and his current role as part owner of the Charlotte Bobcats A chronology photos career stats and a bibliography of print and electronic resources round out this biography of one of the most influential athletes of the twentieth century      **ThirdWay** ,1999-12 Monthly current affairs magazine from a Christian perspective with a focus on politics society economics and culture      [American Sport in International History](#) Daniel M. DuBois,2022-12-15 This book explores how American sports especially basketball baseball and American football have projected the US into the world and brought the world into America Taking a chronological approach it traces the development of American sports from the turn of the 20th century highlighting how international forces such as immigration geopolitics and war have influenced the trajectory of

sport in the US and thus the American experience DuBois also considers the globalization of American sport and how this soft power shaped international relations throughout the American century Addressing key questions about the role of sport in the rise of the United States it frames themes that have come to define sports history gender race economics and politics It argues that while sport has not necessarily been a catalyst for change it has often mirrored social issues and sometimes served as an important tool of progress Synthesizing major works alongside primary sources the chapters study boxing hockey track and field and soccer alongside the big three basketball baseball and American football through a number of case studies to offer a novel interpretation of American sport history Spanning early Native American sport the export of baseball in the American empire the role of basketball in the Cold War the influence of immigrants and women in sports and modern day sport culture American Sport in International History asks what the role of sport has been and will be in a shifting international environment Forty Million Dollar Slaves William C. Rhoden, 2010-02-10 NEW YORK TIMES

**BESTSELLER** An explosive and absorbing discussion of race politics and the history of American sports Ebony From Jackie Robinson to Muhammad Ali and Arthur Ashe African American athletes have been at the center of modern culture their on the field heroics admired and stratospheric earnings envied But for all their money fame and achievement says New York Times columnist William C Rhoden black athletes still find themselves on the periphery of true power in the multibillion dollar industry their talent built Provocative and controversial Rhoden s 40 Million Slaves weaves a compelling narrative of black athletes in the United States from the plantation to their beginnings in nineteenth century boxing rings to the history making accomplishments of notable figures such as Jesse Owens Althea Gibson and Willie Mays Rhoden reveals that black athletes evolution has merely been a journey from literal plantations where sports were introduced as diversions to quell revolutionary stirrings to today s figurative ones in the form of collegiate and professional sports programs He details the conveyor belt that brings kids from inner cities and small towns to big time programs where they re cut off from their roots and exploited by team owners sports agents and the media He also sets his sights on athletes like Michael Jordan who he says have abdicated their responsibility to the community with an apathy that borders on treason The power black athletes have today is as limited as when masters forced their slaves to race and fight The primary difference is today s shackles are invisible Praise for Forty Million Dollar Slaves A provocative passionate important and disturbing book The New York Times Book Review Brilliant a beautifully written complex and rich narrative Washington Post Book World A powerful call for more black athletes to give back to their communities Los Angeles Times **Wealth, Welfare and the Global Free Market**

Ibrahim Ozer Ertuna, 2016-02-11 Can the free market system continue to operate in a traditional way in a world that is now globally connected financially dysfunctional and becoming environmentally damaged by excessive consumption Can an alternative approach that respects human culture and values at least as much as it does profit be readily identified In this rigorous critique the author who is a former member of a World Bank mission and adviser to the Turkish Prime Minister



suggests that the answer to both questions is No Emphasizing the distinction between wealth and welfare Ozer Ertuna recognises that the search for a helpful way forward based on classical economic concepts models and arguments is likely to prove fruitless In this challenging book you are invited to consider that different approaches are needed Using a mixture of theory and practical examples Professor Ertuna examines markets and international trade in the era of globalization from scientific economic cultural philosophical and faith based viewpoints He explains how what he describes as The Science of the 21st Century may be part of any new emergent order His survey of the different perspectives details what is being proposed by the Post Autistic Economics movement the Nobel laureates of the Santa Fe Institute critical theoreticians environmentalists and others Vedic philosophy other belief systems and the significance of Anatolian culture may not be part of the usual discourse for business leaders but as the role of business in society becomes ever more critical an understanding of the range of perspectives brought to us by this book becomes increasingly essential Those with an academic interest in the issues addressed here as well as business and community leaders policy makers and those in government and non governmental organizations will want to read this valuable addition to Gower s highly respected Corporate Social Responsibility Series

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