

# Contents

<i>List of contributors</i>	vii
<i>Series editors' foreword by Jennifer Hargreaves and Ian McDonald</i>	x
<i>Acknowledgements</i>	xii
1 Introduction: mapping the lifestyle sport-scape BELINDA WHEATON	1
<b>PART 1</b>	
<b>Commercialisation: culture, identity and change</b>	<b>29</b>
2 'Chicks dig scars': commercialisation and the transformations of skateboarders' identities BECKY BEAL AND CHARLENE WILSON	31
3 Death, danger and the selling of risk in adventure sports CATHERINE PALMER	55
4 Sustainable adventure: embodied experiences and ecological practices within British climbing NEIL LEWIS	70
5 Surfing: from one (cultural) extreme to another DOUGLAS BOOTH	94
<b>PART 2</b>	
<b>Ambivalent masculinities: identity and difference</b>	<b>111</b>
6 Taking risks: identity, masculinities and rock climbing VICTORIA ROBINSON	113
7 'New lads'? competing masculinities in the windsurfing culture BELINDA WHEATON	131
8 'Mandatory equipment': women in adventure racing JOANNE KAY AND SUZANNE LABERGE	154

vi	<i>Contents</i>	
9	'Anyone can play this game': ultimate frisbee, identity and difference ANDREW THORNTON	175
10	Extreme America: the cultural politics of extreme sports in 1990s America KYLE KUSZ	197
	<i>Index</i>	215