Contents

General Editor's Preface		vii
Ackn	powledgments	ix
Introduction: Warming Up		1
1	"Take Me Out to the Ball Game": A Brief History of Music, Sports, and Competition	7
2	"Let's Get Physical": Female Identity, Music and the Fitness Industry	43
3	"Who Let the Dogs Out?": Sports Music, Marketing Crossover, and the Business of Performance Enhancement	77
4	"We Will Rock You": Sports Anthems and Hypermasculinity	111
5	"It's a Man's Man's Man's World": Constructing Male Identity in African American Music and Sports	133
6	"Go West": The Integration of Sports and Music in Constructing National and Transnational Identities	157
7	"Gonna Fly Now": Visual Media and the Soundtrack of Sports	185
Conc	clusion: "Na Na Hey Hey Kiss Him Goodbye": Codas and Overtimes	225
Bibliography Index		229 245