

Contents

<i>Acknowledgements</i>	<i>vii</i>
1 Introduction: Everyday Fandom as Consumption	1
2 Football Fandom as Consumption: A Historical Perspective	9
3 Theorising Football Fandom as Consumption: Outlining the Need for an Alternative Approach	25
4 Learning the Game: The Consumption of Knowledge and the Construction of 'Other' in Late Modern Fandom	35
5 Consuming Corporate Values: Football Fandom Habitus, Disneyisation and Late Modern Life	69
6 The Routinisation of Football Consumption in Late Modern Life	95
7 Conclusion	125
<i>Bibliography</i>	<i>139</i>
<i>Index</i>	<i>157</i>