## **CONTENTS**

## Preface vii

- 1 The Roots of Commercialization 1
- 2 Avoiding Bias 18
- 3 Athletics 35
- 4 Scientific Research 57
- **5** Education 79
- 6 The Benefits and Costs of Commercialization 99
- **7** Reforming Athletics 122
- 8 Protecting the Integrity of Research 139
- 9 Preserving Educational Values 157
- **10** Living Up to the Rules 185
- **11** Seizing the Moment 199

Notes 209

Index 227