

No Way but to Fight

George Foreman and the Business of Boxing

ANDREW R. M. SMITH

January 2020 408pp 25 b&w photos
9781477319765 £24.99 / \$29.95 HB
UNIVERSITY OF TEXAS PRESS

Olympic gold medalist. Two-time world heavyweight champion. Hall of Famer. Infomercial and reality TV star. George Foreman's fighting ability is matched only by his acumen for selling. Yet the complete story of Foreman's transition from an urban ghetto to global celebrity has never before been told. Raised in Houston's "Bloody Fifth" Ward, battling against scarcity in housing and food, young Foreman fought sometimes for survival and other times just for fun. But when a government program rescued him from poverty and introduced him to the sport of boxing, his life changed forever. In *No Way but to Fight*, Andrew R. M. Smith traces Foreman's life and career from Great Migration to Great Society, through the Cold War and Culture Wars, out of urban Houston and onto the world stage where he discovered that fame wrought new challenges. Drawing on new interviews with George Foreman and declassified government documents, as well as more than fifty domestic and international newspapers and magazines, Smith brings to life the exhilarating story of a true American icon. *No Way but to Fight* is an epic worthy of a champion.



Skis in the Art of War

K. B. E. EIMELEUS

TRANSLATED BY WILLIAM D. FRANK

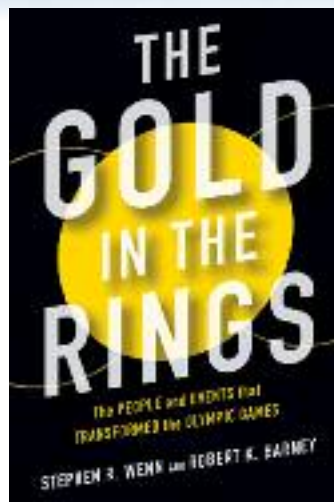
INTRODUCTION BY E. JOHN B. ALLEN

NIU Series in Slavic, East European, and Eurasian Studies

October 2019 328pp 110 b&w halftones
9781501747403 £33.00 / \$37.95 HB
CORNELL UNIVERSITY PRESS

K. B. E. Eimeleus was ahead of his time with his advocacy of ski training in the Russian armed forces. Employing terminology never before used in Russian to describe movements with which few were familiar, *Skis in the Art of War* gives a breakdown of the latest techniques at the time from Scandinavia and Finland. Eimeleus's work is an early and brilliant example of knowledge transfer from Scandinavia to Russia within the context of sport. Nearly three decades after he published his book, the Finnish army, employing many of the ideas first proposed by Eimeleus, used mobile ski troops to hold the Soviet Union at bay during the Winter War of 1939–40, and in response, the Soviet government organized a massive ski mobilization effort prior to the German invasion in 1941. The Soviet counteroffensive against Nazi Germany during the winter of 1941–42 owed much of its success to the Red Army ski battalions that had formed as a result of the ski mobilization.

Excludes ANZ



The Gold in the Rings

The People and Events That Transformed the Olympic Games

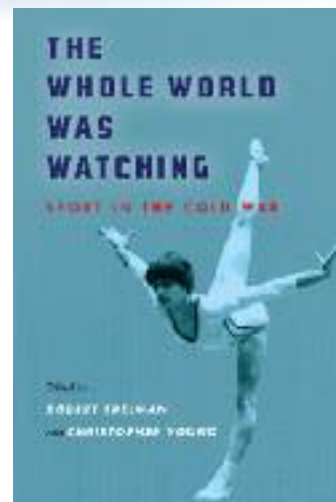
STEPHEN R. WENN & ROBERT K. BARNEY

Sport and Society
January 2020 384pp

9780252084522 £19.99 / \$24.95 PB
9780252042683 £91.00 / \$110.00 HB
UNIVERSITY OF ILLINOIS PRESS

Once a showcase for amateur athletics, the Olympic Games have become a global entertainment colossus powered by corporate sponsorship and professional participation. Stephen R. Wenn and Robert K. Barney offer the inside story of this transformation by examining the far-sighted leadership and decision-making acumen of four International Olympic Committee (IOC) presidents: Avery Brundage, Lord Killanin, Juan Antonio Samaranch, and Jacques Rogge. Blending biography with historical storytelling, the authors explore the evolution of Olympic commercialism from Brundage's uneasy acceptance of television rights fees through the revenue generation strategies that followed the Salt Lake City bid scandal to the present day. Throughout, Wenn and Barney draw on their decades of studying Olympic history to dissect the personalities, conflicts, and controversies behind the Games' embrace of the business of spectacle. Entertaining and expert, *The Gold in the Rings* maps the Olympics' course from paragon of purity to billion-dollar profits.

Excludes SE Asia, Indian sc & ANZ



The Whole World Was Watching

Sport in the Cold War

EDITED BY ROBERT EDELMAN

& CHRISTOPHER YOUNG

Cold War International History Project
December 2019 360pp

9781503610187 £56.00 / \$65.00 HB
STANFORD UNIVERSITY PRESS

In the Cold War era, the confrontation between capitalism and communism played out not only in military, diplomatic, and political contexts, but also in the realm of culture—and perhaps nowhere more so than the cultural phenomenon of sports, where the symbolic capital of athletic endeavor held up a mirror to the global contest for the sympathies of citizens worldwide. *The Whole World Was Watching* examines Cold War rivalries through the lens of sporting activities and competitions across Europe, Asia, Africa, Latin America, and the U.S. The essays in this volume consider sport as a vital sphere for understanding the complex geopolitics and cultural politics of the time, not just in terms of commerce and celebrity, but also with respect to shifting notions of race, class, and gender. Including contributions from an international lineup of historians, this volume suggests that the analysis of sport provides a valuable lens for understanding both how individuals experienced the Cold War in their daily lives, and how sports culture in turn influenced politics and diplomatic relations.



#WWE

Professional Wrestling in the Digital Age

EDITED BY DRU JEFFRIES

The Year's Work

December 2019 240pp

9780253044914 £22.99 / \$28.00 PB

9780253044907 £65.00 / \$75.00 HB

INDIANA UNIVERSITY PRESS

The millions of fans who watch World Wrestling Entertainment (WWE) programs each year are well aware of their role in building the narrative of the sport. *#WWE: Professional Wrestling in the Digital Age* explores the intersections between media, technology, and fandom in WWE's contemporary programming and business practices.



Bodies Built for Game

The Prairie Schooner Anthology of Contemporary Sports Writing

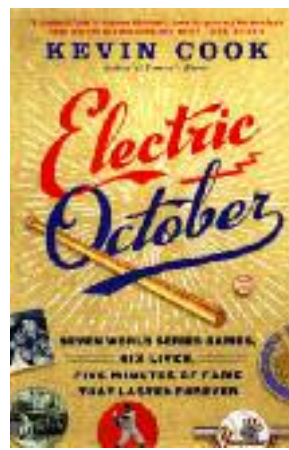
EDITED BY NATALIE DIAZ

October 2019 328pp

9781496217738 £21.99 / \$26.95 PB

UNIVERSITY OF NEBRASKA PRESS

Bodies Built for Game brings together poems, essays, and stories that challenge our traditional ideas of sport and question the power structures that athletics enforce. Featuring contributions from a diverse group of writers, this book challenges America by questioning its games.



Electric October

Seven World Series Games, Six Lives, Five Minutes of Fame That Lasted Forever

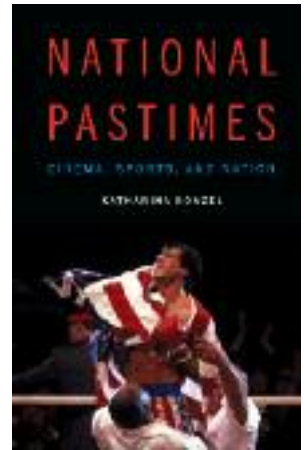
KEVIN COOK

October 2019 320pp 33 photos

9781496217721 £20.99 / \$24.95 PB

UNIVERSITY OF NEBRASKA PRESS

The 1947 World Series was "the most exciting ever", with a decade's worth of drama packed into seven games between the New York Yankees and the Brooklyn Dodgers. Cook brings the '47 Series back to life, introducing us to men whose past offered no hint they were destined for extraordinary things



National Pastimes

Cinema, Sports, and Nation

KATHARINA BONZEL

Sports, Media, and Society

January 2020 270pp 21 photos

9781496215529 £43.00 / \$50.00 HB

UNIVERSITY OF NEBRASKA PRESS

Sports have long fascinated filmmakers from Hollywood and beyond, from *Bend It Like Beckham* to *Chariots of Fire* to *Rocky*. Katharina Bonzel unravels the delicate matrix of national identity, sports, and emotion through the lens of popular sports films in comparative national contexts.



Strength Coaching in America

A History of the Innovation That Transformed Sports

JASON P. SHURLEY, JAN TODD

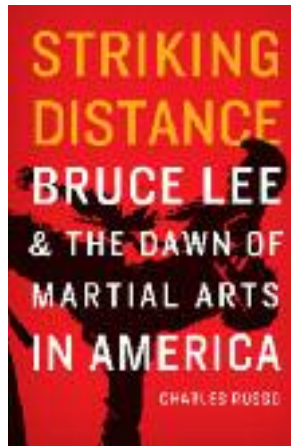
& TERRY TODD

December 2019 448pp 25 b&w photos

9781477319796 £34.00 / \$40.00 HB

UNIVERSITY OF TEXAS PRESS

The first comprehensive history of the social shifts and scientific discoveries that transformed weight lifting from a scorned folly to the ultimate game changer for professional athletes. *Strength Coaching in America* delivers the fascinating history behind this revolutionary shift whilst capturing an important transformation in the culture of American sport.



Striking Distance

Bruce Lee and the Dawn of Martial Arts in America

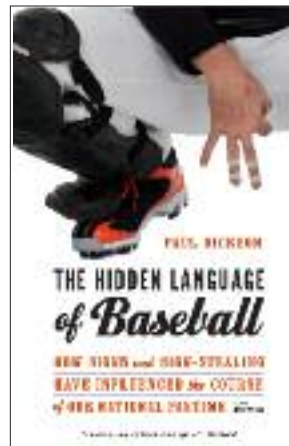
CHARLES RUSSO

November 2019 264pp 24 photos, 1 illus.

9781496217066 £16.99 / \$19.95 NIP

UNIVERSITY OF NEBRASKA PRESS

Drawing on more than one hundred original interviews and an eclectic array of sources, *Striking Distance* is an engrossing narrative that chronicles San Francisco Bay's pioneering martial arts scene during the early 1960s and offers an in-depth look at a largely unknown chapter of Bruce Lee's iconic life.



The Hidden Language of Baseball

How Signs and Sign-Stealing Have Influenced the Course of Our National Pastime

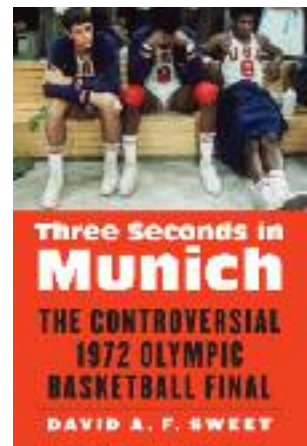
PAUL DICKSON

September 2019 230pp

9781496214638 £16.99 / \$19.95 PB

UNIVERSITY OF NEBRASKA PRESS

The Hidden Language of Baseball is a rich history of baseball's hidden language told through stories and anecdotes about the game's most recognizable names, revised and expanded through the 2018 season. Dickson discusses recent developments and incidents, including the illegal use of new technology to swipe signs.



Three Seconds in Munich

The Controversial 1972 Olympic Basketball Final

DAVID A. F. SWEET

September 2019 264pp 29 photos

9780803299962 £24.99 / \$29.95 HB

UNIVERSITY OF NEBRASKA PRESS

This is an investigation into the controversial 1972 Olympic gold-medal basketball game between the United States and the USSR. The author relates the American team's pain of losing the most controversial championship game in sports history, and the consequences of the players' decision to shun their Olympic medals to this day.