

MICHAEL JORDAN AND THE NEW GLOBAL CAPITALISM



WALTER LA FEBER

Michael Jordan And The New Global Capitalism New Edition

Kevin B. Witherspoon



Michael Jordan And The New Global Capitalism New Edition:

Michael Jordan and the New Global Capitalism (New Edition) Walter LaFeber, 2002-09-17 Examines how the Nike corporation using the popularity of Chicago basketball player Michael Jordan impacted the economies and cultures of the world through its advertising campaign **Michael Jordan and the New Global Capitalism (New Edition)** Walter LaFeber, 2002-09-17 Walter LaFeber's timely analysis looks at the ways that triumphant capitalism coupled with high tech telecommunications is conquering the nations of the world one mind one pair of feet at a time With Michael Jordan and the New Global Capitalism Walter LaFeber has written a biography a social history and a far ranging economic critique From basketball prodigy to international phenomenon to seductive commercial ideal Michael Jordan is the supreme example of how American corporations have used technology in a brave massively wired new world to sell their products in every corner of the globe LaFeber's examination of Nike and its particular dominion over the global marketplace is often scathing while his fascinating mini biography of Michael Jordan and the commercial history of basketball reveal much about American society For this new paperback edition LaFeber has added a chapter on globalization in a changed world after mass protests and since September 11 Bold riveting Brilliantly illuminates how hyper US capitalism has spread its financial wings around the globe Douglas Brinkley LaFeber brings an impressive intellect to bear on his subject Barbara Rudolph Chicago Tribune

Global Capitalism Miguel A. Centeno, Joseph N. Cohen, 2013-04-17 The global financial crisis has challenged many of our most authoritative economic ideologies and policies After thirty years of reshaping the world to conform to the market governments and societies are now calling for a retreat to a yet undefined new economic order In order to provide a guide to what the twenty first century economy might look like this book revisits the great project of Global Capitalism What did it actually entail How far did it go What were its strengths and failings By deconstructing its core ideas and examining its empirical record can we gain clues about how to move forward after the crisis Miguel Centeno and Joseph Cohen define capitalism as a historically evolving and socially constructed institution rooted in three core economic activities trade finance and marketing and identify the three key challenges that any new economic system will need to surmount inequality governance and environmental sustainability This accessible and engaging book will be essential reading for students of economic sociology and all those interested in the construction of our economic future *Explaining the History of American Foreign Relations* Michael J. Hogan, Thomas G. Paterson, 2004-01-19 Originally published in 1991 Explaining the History of American Foreign Relations has become an indispensable volume not only for teachers and students in international history and political science but also for general readers seeking an introduction to American diplomatic history This collection of essays highlights a variety of newer innovative and stimulating conceptual approaches and analytical methods used to study the history of American foreign relations including bureaucratic dependency and world systems theories corporatist and national security models psychology culture and ideology Along with substantially revised essays

from the first edition this volume presents entirely new material on postcolonial theory borderlands history modernization theory gender race memory cultural transfer and critical theory The book seeks to define the study of American international history stimulate research in fresh directions and encourage cross disciplinary thinking especially between diplomatic history and other fields of American history in an increasingly transnational globalizing world *Michael Jordan* Roland

Lazenby,2014-05-06 The definitive biography of a legendary athlete The Shrug The Shot The Flu Game Michael Jordan is responsible for sublime moments so ingrained in sports history that they have their own names When most people think of him they think of his beautiful shots with the game on the line his body totally in sync with the ball hitting nothing but net But for all his greatness this scion of a complex family from North Carolina s Coastal Plain has a darker side he s a ruthless competitor and a lover of high stakes There s never been a biography that encompassed the dual nature of his character and looked so deeply at Jordan on and off the court until now Basketball journalist Roland Lazenby spent almost thirty years covering Michael Jordan s career in college and the pros He witnessed Jordan s growth from a skinny rookie to the instantly recognizable global ambassador for basketball whose business savvy and success have millions of kids still wanting to be just like Mike Yet Lazenby also witnessed the Michael Jordan whose drive and appetite are more fearsome and more insatiable than any of his fans could begin to know Michael Jordan The Life explores both sides of his personality to reveal the fullest most compelling story of the man who is Michael Jordan Lazenby draws on his personal relationships with Jordan s coaches countless interviews with Jordan s friends teammates and family members and interviews with Jordan himself to provide the first truly definitive study of Michael Jordan the player the icon and the man Global Sports Frank P. Jozsa,2009 This

interesting book discusses the emergence and development of five extremely popular team sports OCo baseball basketball football soccer ice hockey and cricket OCo since the 1800s in 15 different countries It addresses some of the most provocative recent and unique economic and business issues associated with team sports in the various nations For example to what extent has each of these spectator sports prospered as industries and will they expand into other regions of the world during the early to mid 2000s This book answers these questions and compares the performances of each country s amateur semiprofessional and or professional sports leagues and their respective teams by providing detailed statistics and other relevant historical information **Michael Jordan, Inc.** David L. Andrews,2001-08-09 Michael Jordan Inc seeks to make

sense of a celebrated figure whose public existence illuminates a late capitalist order defined by the convergence of corporate and media interests Using Michael Jordan as a vehicle for viewing the broader social economic political and technological concerns that frame contemporary culture the contributors focus on celebrity economy corporate culture identity politics and the global marketplace foundational pillars of contemporary cultural existence They provide an introduction to late capitalism s pervasive and invasive cult of celebrity examine the innovative corporate connections particularly Jordan s association with Nike largely responsible for Jordan s aggressively commodified being excavate the

cultural politics imbued within the racialized and sexualized nature of Jordan's identity and demonstrate the global reach and influence that has accompanied the concerted commodification of Jordan by transnational corporations This anthology represents both an intellectual expression of and a political commitment to the fact that Michael Jordan matters

Defending the American Way of Life Kevin B. Witherspoon, 2018-12-01 Winner 2019 NASSH Book Award Anthology The Cold War was fought in every corner of society including in the sport and entertainment industries Recognizing the importance of culture in the battle for hearts and minds the United States like the Soviet Union attempted to win the favor of citizens in nonaligned states through the soft power of sport Athletes became de facto ambassadors of US interests their wins and losses serving as emblems of broader efforts to shield American culture both at home and abroad against communism In **Defending the American Way of Life** leading sport historians present new perspectives on high profile issues in this era of sport history alongside research drawn from previously untapped archival sources to highlight the ways that sports influenced and were influenced by Cold War politics Surveying the significance of sports in Cold War America through lenses of race gender diplomacy cultural infiltration anti communist hysteria doping state intervention and more this collection illustrates how this conflict remains relevant to US sporting institutions organizations and ideologies today **Sports**

Through the Lens Maureen M. Smith, Daniel A. Nathan, Sarah K. Fields, 2025-01-07 Both photography and professional sports originated in the 19th century and photographers have been capturing moments in sports ever since Even those who are agnostic about sports will recognize images like Neil Leifer's iconic photo of Muhammad Ali snarling over a defeated Sonny Liston or Brandi Chastain's shirtless celebration of the USNT's World Cup win in 1999 This manuscript is a collection of 25 essays each examining the history and cultural meaning of a single sport photograph including the two mentioned above A range of memorable moments and athletes as well as some lesser known images are included in the collection Most of the images are from the US and most are from the 20th century While almost all of the photographers would identify as white men their subjects are more varied and the sports represented include baseball football basketball hockey tennis boxing horse racing soccer and running as well as several Olympic moments Sports Capitalism Frank P. Jozsa, 2017-11-28 The book focuses on how when where and why the US based professional sports leagues extend their brands and penetrate markets in nations across the globe The book examines the strategies progress and expectations of each league despite the cultural economic and political barriers that exist between and within countries and areas It offers a model of the sports business and where appropriate the emergence evolution and growth of prominent women's sports leagues are documented This book is unique as there are no other academic publications that study and report the global ambitions of this special group of organizations in one volume Readers such as college and university sports history management marketing and international business professors students and researchers can use and apply the book as either a teaching supplement reference and or literature source It will also appeal to targeted groups beyond the academic community with strategic

economic incentives to learn about sports capitalism such as sports entrepreneurs and league officials Department Stores and the Black Freedom Movement Traci Parker,2019-02-06 In this book Traci Parker examines the movement to racially integrate white collar work and consumption in American department stores and broadens our understanding of historical transformations in African American class and labor formation Built on the goals organization and momentum of earlier struggles for justice the department store movement channeled the power of store workers and consumers to promote black freedom in the mid twentieth century Sponsoring lunch counter sit ins and protests in the 1950s and 1960s and challenging discrimination in the courts in the 1970s this movement ended in the early 1980s with the conclusion of the Sears Roebuck and Co affirmative action cases and the transformation and consolidation of American department stores In documenting the experiences of African American workers and consumers during this era Parker highlights the department store as a key site for the inception of a modern black middle class and demonstrates the ways that both work and consumption were battlegrounds for civil rights Michael Jordan David L. Porter,2007-07-30 With the possible exceptions of boxer Muhammad Ali and baseball player Babe Ruth no athlete has made a greater impact on American society or in the world than Michael Jordan Follow the life of one of the most recognizable athletes and living brands inside this engaging and balanced biography He is among the best known and wealthiest athletes in the history of organized sports With the possible exceptions of boxer Muhammad Ali and baseball player Babe Ruth no athlete has made a greater impact on American society or in the world than Michael Jordan Follow the life of one of the most recognizable athletes and living brands inside this engaging and balanced biography When basketball stars Larry Bird and Magic Johnson retired in the early 1990s Michael almost single handedly propelled the NBA to stratospheric levels of success and international visibility As a player for the Chicago Bulls he generated instant crowd thrills with his record setting drives and dunks selling countless books newspapers videotapes NBA game tickets and hours of television time The NBA promoted Michael basing its popularity on his image as the greatest showman in sports history Yet his sports hero status extends beyond NBA records Michael changed the game by becoming the most effectively marketed athlete of his generation Nike and many other companies rode and continue to ride on the coattails of Air Jordan s legend Author David Porter highlights Jordan s on and off the court accomplishments and examines his relationship with Chicago Bulls coaches his commercial endorsements and his current role as part owner of the Charlotte Bobcats A chronology photos career stats and a bibliography of print and electronic resources round out this biography of one of the most influential athletes of the twentieth century **Gender on the Borderlands** Antonia Castañeda,2007-07-01 Both noted and new scholars reweave the fabric of collective family and individual history with a legacy of agency and activism in the borderlands in these twenty one original selections Contributors explore themes of homeland sexuality language violence colonialism and political resistance within the most recent frameworks of Chicana Chicano inquiry Art as social critique culture as a human right labor activism racial plurality Indigenous knowledge and strategies of decolonization

all vitalize these selections edited by one of the country's most respected historians of the borderlands Antonia Castaneda

Higher Education Christian Gilde, 2007-06-15 Higher Education Open for Business addresses a problem in higher learning which is newly recognized in the academic spotlight the overcommercialization of higher education The book asks that you the reader think about the following Did you go to a Coke or Pepsi school Do your children attend a Nike or Adidas school Is the college in your town a Dell or Gateway campus These questions should not be a primary concern for students parents or faculty in an environment that has to allow students to freely focus on learning But in a time of fiscal uncertainty can higher education ignore the benefits of commercial ventures It may seem foolish to do so However commercialism has gotten too close to certain aspects of academia such as the campus environment classroom activities academic research and college sports This disturbing encroachment of academic ground is addressed in Higher Education Open for Business by a diverse host of authors who are closely involved in higher learning

Internet and Surveillance Christian Fuchs, Kees Boersma, Anders Albrechtslund, Marisol Sandoval, 2013-06-17 The Internet has been transformed in the past years from a system primarily oriented on information provision into a medium for communication and community building The notion of Web 2.0 social software and social networking sites such as Facebook Twitter and MySpace have emerged in this context With such platforms comes the massive provision and storage of personal data that are systematically evaluated marketed and used for targeting users with advertising In a world of global economic competition economic crisis and fear of terrorism after 9/11 both corporations and state institutions have a growing interest in accessing this personal data Here contributors explore this changing landscape by addressing topics such as commercial data collection by advertising consumer sites and interactive media self disclosure in the social web surveillance of file sharers privacy in the age of the internet civil watch surveillance on social networking sites and networked interactive surveillance in transnational space This book is a result of a research action launched by the intergovernmental network COST European Cooperation in Science and Technology

Visualising Slavery Celeste-Marie Bernier, Hannah Durkin, 2016-03-10 This book adopts a comparative and interdisciplinary perspective to investigate the experimental bodies of works produced by African African American African Caribbean and Black British artists in order to excavate and theorise the formal and thematic contours of an African Diasporic visual arts tradition

Crafting Patriotism for Global Dominance Mark Dyreson, 2013-10-18 In 2008 China plans to use the Olympic Games to remake its national identity in the global marketplace In so doing China treads the path blazed by the United States For more than a century the U.S. has used the Olympic Games to construct national identity create communal memory and craft patriotic mythology From opening parades where the American team refuses to dip its flag in order to signal American exceptionalism to the closing ceremonies where the U.S. media trumpet that their team owes its medals not to superior athleticism but to the nation's peerless social and political systems Olympic Games have served as sites to bolster American nationalism More than any other nation the United States has politicized its Olympic participation

In the process a host of myths about American superiority in global encounters has emerged through the Olympics In memorializing and mythologizing their Olympic teams Americans have revealed the contours of the racial gender and class dynamics that animate their peculiar nationhood These essays explore the history of expressions of American national identity in Olympic arenas This book was published as a special issue of the International Journal of the History of Sport

Thinking Otherwise Susan A. Brewer, Richard H. Immerman, Douglas Little, 2024-10-15 Thinking Otherwise addresses the question of what makes a great historian by exploring the teaching and scholarship of Walter LaFeber widely acclaimed as the most distinguished historian of US foreign relations This volume of essays edited by Susan A Brewer Richard H Immerman and Douglas Little is a testament to a scholar who published more than a dozen books during his time at Cornell University where he delivered legendary lectures for half a century The chapters trace LaFeber's journey as a scholar and demonstrate his enduring influence on the history of US foreign relations by linking six of his monographs to his abiding concern about the fate of the American experiment from the 18th century to the present Thinking Otherwise explains and assesses the scholarship of a historian whose work became canonical in his lifetime and continues to resonate throughout public policy debates

The NBA's Global Empire Joshua K. Wright, 2025-02-21 During the 1992 Summer Olympics in Barcelona the Dream Team a collective of the National Basketball Association's top talent led by Michael Jordan Magic Johnson Larry Bird and Charles Barkley shook up the world as they amazed spectators and opponents on their way to winning gold Their success introduced the world to the NBA's charismatic superstars and their artistic brand of basketball Over the next two decades youth outside of America dreamed of becoming the next Michael Jordan Kobe Bryant and LeBron James The NBA took advantage of its popularity in China by forming lucrative television and streaming deals and opening training academies By the 2022-23 NBA season there were 109 international players from 39 countries a Canadian franchise and a league in Africa Today's best players are Africans Canadians and Europeans like Nikola Jokic and Victor Wembanyama This book presents the history of the NBA's ascension to a billion dollar global empire analyzing the globalization of American sports since the end of the Cold War and the dawn of the millennium How essential is globalization for the NBA to thrive in the 21st century Do the benefits outweigh the geopolitical controversies associated with being a global brand Is globalization responsible for a decline in American born NBA players and declining domestic popularity These questions and others are answered in this first treatment of the NBA's global reach

Michael Jackson, Inc. Zack O'Malley Greenburg, 2014-06-03 The surprising rags to riches to rags to riches story of how Michael Jackson grew a billion dollar business Michael Jackson is known by many as the greatest entertainer of all time but he was also a revolutionary when it came to business In addition to famously buying the Beatles publishing catalogue Jackson was one of the first pop stars to launch his own clothing line record label sneakers and video games creating a fundamental shift in the monetization of fame and paving the way for entertainer entrepreneurs like Jay Z and Diddy All told Jackson earned more than 1.1 billion in his

solo career and the assets he built in life have earned more than 700 million in the five years since his death more than any other solo music act over that time Michael Jackson Inc reveals the incredible rise fall and rise again of Michael Jackson s fortune driven by the unmatched perfectionism of the King of Pop Forbes senior editor Zack O Malley Greenburg uncovers never before told stories from interviews with more than 100 people including music industry veterans Berry Gordy John Branca and Walter Yetnikoff artists 50 Cent Sheryl Crow and Jon Bon Jovi and members of the Jackson family Other insights come from court documents and Jackson s private notes some of them previously unpublished Through Greenburg s novelistic telling a clear picture emerges of Jackson s early years his rise to international superstardom his decline fueled by demons internal and external as well as the dissolution of the team that helped him execute his best business moves and finally his financial life after death Underlying Jackson s unique history is the complex but universal tale of the effects of wealth and fame on the human psyche A valuable case study for generations of entertainers to come and for anyone interested in show business Michael Jackson Inc tells the story of a man whose financial feats once obscured by his late life travails have become an enduring legacy

Uncover the mysteries within is enigmatic creation, **Michael Jordan And The New Global Capitalism New Edition** . This downloadable ebook, shrouded in suspense, is available in a PDF format (Download in PDF: *). Dive into a world of uncertainty and anticipation. Download now to unravel the secrets hidden within the pages.

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