

Selected Bibliography for:
The Sixth Annual Penn Law Sports Symposium
February 22, 2019

Panel # 1: *I Wanna Be Like Mike*: The Increasing Influence of Athlete Brands

Akiko Arai, Yong Jae Ko, & Stephen Ross, *Branding Athletes: Exploration and Conceptualization of Athlete Brand Image*, 17 *SPORT MANAGEMENT REVIEW* 97 (2014), available [here](#) (PennKey login required).

Kwame JA Agyemang, *Athlete Brand Revitalisation After A Transgression*, 4 *JOURNAL OF SPONSORSHIP* 137 (2011), available [here](#) (PennKey login required).

DAVID M. CARTER, *MONEY GAMES: PROFITING FROM THE CONVERGENCE OF SPORTS AND ENTERTAINMENT* (Stanford Business Books, 2011), available [here](#).

Chrysostomos Giannoulakis, *The "Authenticitude" Battle in Action Sports: A Case-based Industry Perspective*, 19 *SPORT MANAGEMENT REVIEW* 171 (2016), available [here](#) (PennKey login required).

ROBERT JONES ED., *BRANDING: A VERY SHORT INTRODUCTION* (Oxford University Press, 2017), available [here](#).

Douglas Holt, *Branding in the Age of Social Media*, 94 *HARVARD BUSINESS REVIEW* 40 (2016), available [here](#) (PennKey login required).

Michael Robert Green, *The Impact of Social Networks in the Development of a Personal Sports Brand*, 6 *SPORT, BUSINESS AND MANAGEMENT: AN INTERNATIONAL JOURNAL* 274 (2016), available [here](#) (PennKey login required).

Manel Khedher, *Personal Branding Phenomenon*, 6 *INTERNATIONAL JOURNAL OF INFORMATION, BUSINESS AND MANAGEMENT* 29 (2014), available [here](#) (PennKey login required).

JASON W. LEE ED., *BRANDED: BRANDING IN SPORT BUSINESS*, 2nd Edition (Carolina Academic Press, 2018), available [here](#).

Stevo Popovic, *Contemporary Sports Product and Making a Brand*, 9 *EXERCISE AND QUALITY OF LIFE* 37 (2017), available [here](#).

Michael Chih-Hung Wang, *Investigating the Different Congruence Effects on Sports Sponsor Brand Equity*, 18 *INTERNATIONAL JOURNAL OF SPORTS MARKETING AND SPONSORSHIP* 196 (2017), available [here](#) (PennKey login required).

BRANDI WATKINS, *SPORT TEAMS, FANS, AND TWITTER: THE INFLUENCE OF SOCIAL MEDIA ON RELATIONSHIPS AND BRANDING* (Integrated Marketing Communication, 2018), available [here](#).

Panel # 2: *Sports and Sexuality: The Intersection of Sports and Sexual Identity*

Dunja Antunovic & Andrew D. Linden, *Disrupting Dominant Discourses: # HERESPROOF of Interest in Women's Sports*, 15 FEMINIST MEDIA STUDIES 157 (2015), available [here](#) (PennKey login required).

Jamie Cleland, *Sexuality, Masculinity and Homophobia in Association Football: An Empirical Overview of a Changing Cultural Context*, 53 INTERNATIONAL REVIEW FOR THE SOCIOLOGY OF SPORT 411 (2016), available [here](#) (PennKey login required).

Cheryl Cooky, Michael A. Messner, & Michela Musto. "It's Dude Time!" *A Quarter Century of Excluding Women's Sports in Televised News and Highlight Shows*, 3 COMMUNICATION & SPORT 261 (2015), available [here](#) (PennKey login required).

Lori Dann & Tracy Everbach, *Opening the Sports Closet: Media Coverage of the Self-outings of Jason Collins and Brittney Griner*, 11 JOURNAL OF SPORTS MEDIA 169 (2016), available [here](#) (PennKey login required).

JENNIFER HARGREAVES & ERIC ANDERSON EDS., ROUTLEDGE HANDBOOK OF SPORT, GENDER AND SEXUALITY (Routledge, 2014), available [here](#).

Dawn Heineken, *Gender and Jockography: Post-feminism and Resistance in Female Sports Autobiographies*, 16 FEMINIST MEDIA STUDIES 325 (2016), available [here](#) (PennKey login required).

Emma Sherry, Angela Osborne, & Matthew Nicholson, *Images of Sports Women: A Review*, 74 SEX ROLES 299 (2016), available [here](#) (PennKey login required).

Holly Thorpe, *Media Representations of Women in Action Sports: More than 'Sexy Bad Girls' on Boards*, in THE ROUTLEDGE COMPANION TO MEDIA, SEX AND SEXUALITY 279 (Routledge, 2017), available [here](#).

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John F. Zipp, *Sport and Sexuality: Athletic Participation by Sexual Minority and Sexual Majority Adolescents in the US*, 64 SEX ROLES 19 (2011), available [here](#) (PennKey login).

Panel #3: *Power in Numbers: The Benefits of Unionizing and the Challenges Players Associations Confront*

Genevieve Birren & Tyler J. Schmitt, *Mixed Martial Artists: Challenges to Unionization*, 28 MARQUETTE SPORTS LAW REVIEW 85 (2017), available [here](#).

Michael Bohling, *Fielding the Board's Punt: Unionization and the College Athlete*, 24 THE SPORTS LAWYERS JOURNAL 1 (2017), available [here](#) (PennKey login required).

JONATHAN D. COHEN, *BASEBALL'S POWER SHIFT: HOW THE PLAYERS UNION, THE FANS, AND THE MEDIA CHANGED AMERICAN SPORTS CULTURE* (University of Nebraska Press, 2017), available [here](#).

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Geoff Estes, *New Bargaining Order: How and Why Professional Wrestlers in the WWE Should Unionize Under the National Labor Relations Act*, 29 MARQUETTE SPORTS LAW REVIEW 137 (2018), available [here](#).

RICHARD GIULIANOTTI & DAVID MCARDLE, *SPORT, CIVIL LIBERTIES AND HUMAN RIGHTS* (Routledge, 2006), available [here](#).

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