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


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


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


JENNIFER HARGREAVES & ERIC ANDERSON eds., *ROUTLEDGE HANDBOOK OF SPORT, GENDER AND SEXUALITY* (Routledge, 2014), available [here](http://example.com).


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


Richard Giulianotti & David Mcardle, *Sport, Civil Liberties and Human Rights* (Routledge, 2006), available [here](#).


