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


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*


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


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


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


MICHAEL SCHIAVONE, *SPORTS AND LABOR IN THE UNITED STATES* (University of New York Press, 2015), available [here](#).

PAUL D. STAUDOHAR ED., *DIAMOND MINES: BASEBALL AND LABOR* (Syracuse University Press, 2000), available [here](#).

Aaron M. Steeg, *An Ethical Hail Mary: How a Properly Crafted Model Rule of Professional Conduct Could Save NFL Players and Other Unionized Workers from Inherently Biased Arbitrators*, 31 GEORGETOWN JOURNAL OF LEGAL ETHICS 871 (2018), available [here](#) (PennKey login required).