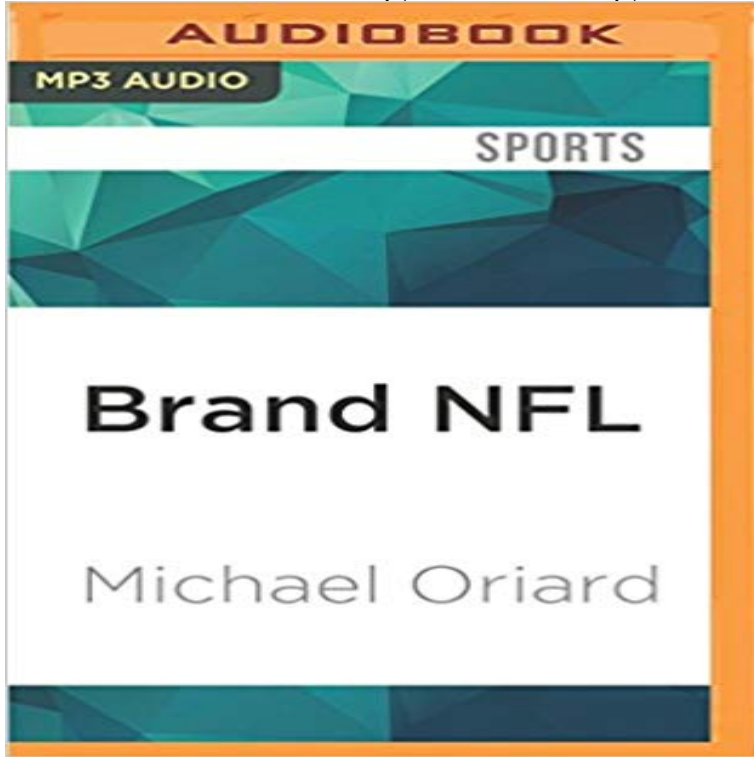


# Brand NFL: Making and Selling Americas Favorite Sport



Professional football today is an \$8 billion sports entertainment industry--and the most popular spectator sport in America, with designs on expansion across the globe. In this astute field-level view of the National Football League since 1960, Michael Oriard looks closely at the development of the sport and at the image of the NFL and its unique place in American life.

Brand NFL is the definitive account of Americas most compelling sport.--Sally Jenkins, sports columnist, The Washington Post  
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