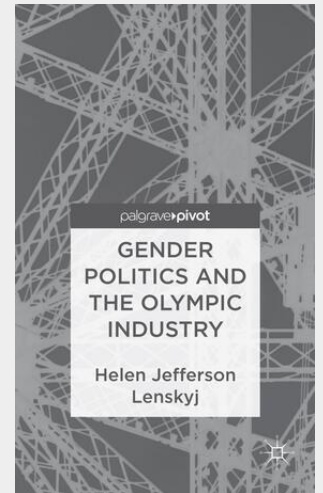


Lenskyj

## Gender Politics and the Olympic Industry

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This book explores how the Olympic industry has shaped hegemonic concepts of sporting masculinities and femininities for its own profit and image-making ends, examining its continuing marginalization of athletes on account of their race, ethnicity, gender, sexuality and class.



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