



FOOTBALL FEVER *grassroots*

edited by **BOB STEWART, ROB HESS AND MATTHEW NICHOLSON** from the Football Studies Unit in the School of Human Movement, Recreation and Performance at Victoria University.

Football Fever: Grassroots is a compilation of research articles on the history, culture and commercial development of Australian Rules football. The nine chapters include an analysis of the noises and sounds of football, the changing attitudes of barrackers, Chinese footballers in Australia, the evolution of women's football, football in the workplace, changing patterns of club governance, the law and football, the relationship between culture, identity, and team performance, strategic developments, and setting a research agenda for football.

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