Contents

List of Figures  page ix
List of Tables  xi
Preface to the Second Edition  xiii
Preface  xix
Glossary of Abbreviations and Terms  xxvii

PART I. COMMERCIAL SPORTS AS A UNIVERSITY FUNCTION
1. Strange Bedfellows  3
2. Priorities  29
3. The Bigness of “Big Time”  55

PART II. THE USES OF BIG-TIME COLLEGE SPORTS
4. Consumer Good  89
5. Commercial Enterprise  115
6. Life of the Party  170
7. Institution Builder  201
8. Identity  237

PART III. RECKONING
9. Ends and Means  261
10. Prospects for Reform  298
<table>
<thead>
<tr>
<th>Contents</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Appendix</td>
<td>319</td>
</tr>
<tr>
<td>References</td>
<td>351</td>
</tr>
<tr>
<td>Index</td>
<td>363</td>
</tr>
</tbody>
</table>