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In this fascinating exploration of past and present celebrity athletes, David Coad shows how gender roles for men are undergoing a revolutionary change. Once famous for their lack of style off the field, professional players are now fashion-conscious trendsetters. Looking at certain stellar sports figures of the past, such as Joe Namath and Jim Palmer, who were at the vanguard of reinterpreting gender roles, Coad goes on to examine their primped out and "pimped out" contemporary successors--those athletic peacocks in their furs, silks, and diamonds who embody metrosexuality, widen its focus, and demonstrate the range of experiences open to today's male.