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Michael Jordan, Inc. seeks to make sense of a celebrated figure whose public existence illuminates a late capitalist order defined by the convergence of corporate and media interests. Using Michael Jordan as a vehicle for viewing the broader social, economic, political, and technological concerns that frame contemporary culture, the contributors focus on celebrity economy, corporate culture, identity politics, and the global marketplace-foundational pillars of contemporary cultural existence. They provide an introduction to late capitalism's pervasive and invasive cult of celebrity, examine the innovative corporate connections (particularly Jordan's association with Nike) largely responsible for Jordan's aggressively commodified being, excavate the cultural politics imbued within the racialized and sexualized nature of Jordan's identity, and demonstrate the global reach and influence that has accompanied the concerted commodification of Jordan by transnational corporations. This anthology represents both an intellectual .

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