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Fitness today is not simply about health clubs and exercise classes, or measures of body mass index and cardiovascular endurance. Fit for consumption conceptualizes

fitness as a field within which individuals and institutions may negotiate_if not

altogether reconcile_the competing and often conflicting social demands made on the individual body that characterize our current era.

This is the first book to offer a comprehensive socio-cultural and historical analysis of the current fitness culture. Intended for researchers and senior undergraduate and postgraduate students of sport, leisure, cultural studies and the body, the book utilizes the US fitness field as a case study through which to explore the place of the body in contemporary consumer culture.

Combining observations in health clubs, interviews with fitness producers and

consumers, and a discourse analysis of a wide variety of fitness texts, Fit for

Consumption provides an empirically grounded examination of one of the pressing

theoretical questions of our time: how individuals learn to fit into consumer culture and the service economy; how our bodies and selves become `fit for consumption.'