

in pushing and blurring the boundaries between ethnography and story telling, I wonder if this was the vehicle to employ to bring to light the extraordinary insights revealed by such a seasoned and skillful researcher. As I have already mentioned, the insights provided by his subject and collaborator are rich and deeply moving. I just wonder if there was another, more convincing way to bring those insights to light. My other question has to do with a statement that Hecht makes early on about those who linger and “make a career out of the suffering of others” (p. 3). Sometimes, persistence and consistency count for a lot. Too many researchers, in my opinion, jet in and out of the field to research particular social problems with no sense of commitment or resolve towards those who provide, often without remuneration, the information they crave and need. Furthermore, it is often the insight of researchers who have a long standing relationship with a particular field setting who provide the deepest and most illuminating insights, as evidenced by this book.

Robert Gay

Connecticut College

RORY M. MILLER AND LIZ CROLLEY (eds.): *Football in the Americas: Fútbol, Futebol, Soccer*. London: Institute for the Study of the Americas, 2007.

Over the last several decades, football, the world’s most popular sport, has begun to attract well-deserved attention from academics in a variety of disciplines. In general, this scholarship has fallen into two unrelated fields of inquiry. While historians, anthropologists, and sociologists have asked questions about the culture of football, economists and experts in management and marketing have approached the sport with a very different agenda. Although these two groups of scholars undoubtedly have much to say to each other, the potential for intellectual exchange has not yet been realized. As a result, *Football in the Americas* would seem to hold great promise. The result of a major conference held in 2003 at the University of London’s Institute of Latin American Studies (now the Institute for the Study of the Americas), the book brings scholars from the humanities and social sciences together with economists, business school professors, and journalists in order to provide a summary of the current scholarship. Unfortunately, the book suffers from many of the flaws that typically affect published conference proceedings. In particular, the book fails to develop any dialogue between the authors exploring football culture and those analyzing business practices in the sport. Two themes – the current crisis in Latin American football and the impact of globalization – course through virtually all of the essays, but unfortunately the authors ignore each other’s work.

In addition to Rory Miller's introductory essay, which provides a brief summary of the history of football in the Americas and of the major trends in scholarship on the subject, the book includes 14 essays divided into three sections. In the first, Richard Giulianotti offers a brief overview of the various theoretical approaches that might be used to explore the question of football and globalization, and Alan Gilbert discusses the economic obstacles faced by teams from smaller cities. Giulianotti's essay is useful, although his conclusion that scholars ought to combine structuralist approaches with frameworks that allow for more human agency is frustratingly vague. Gilbert's analysis applies one structuralist model, namely dependency theory, to the inequalities within the football world. He concludes, unsurprisingly, that Latin American countries are at an economic disadvantage and, nostalgically, that globalization is stripping the romance from the sport.

The next section is devoted to cultural analyses, and in particular, to questions of identity. The essays in this section reflect the clear influence of Eduardo Archetti, the recently deceased Argentine anthropologist whose writings on sports broke new ground. Like Archetti, the authors here explore what football in certain specific contexts has meant for its fans. As in the rest of the book, the results are uneven. Roger Magazine's insightful discussion of Pumas, the football team that represents the Autonomous University of Mexico, reveals how the complex cultural transformations unleashed by political democratization and neoliberal reform in the 1990s played out among one set of football fans. Similarly, Aldo Panfichi and Jorge Thieroldt offer a fascinating analysis of the *barras bravas*, or organized fan groups, associated with Peru's leading football rivals, Alianza Lima and Universitario de Deportes. While these teams began the century as the representatives, respectively, of Lima's poor blacks and rich whites, Panfichi and Thieroldt demonstrate the ways their fans have transformed the symbolic significance of their support. J. Sergio Leite Lopes compares the Brazilian reaction to the national team's defeat in the World Cup final in 1950 with the one following its loss in 1998 and reveals some of the ways football's meaning has changed in the intervening decades. Less satisfying is David Wood's rather thin historical sketch of the sport's role in constructing Peruvian national identity. Pablo Alabarces offers a pessimistic account of football's capacity to generate progressive political action in the context of Argentina's political and economic crisis of 2001. Alabarces writes provocatively, but the evidence he offers here of working-class protesters who list their support for particular football teams as a key part of their identity, seems under-analyzed.

The final section explores the business of football in the Americas. The journalist Gideon Rachman argues that the economic crisis in Latin American football – the fact that so many teams are bankrupt and that attendance and revenues are

down – is largely due to corruption and mismanagement. The essays by Elena Landau and J. Luiz Martins do Melo for the case of Brazil and Liz Crolley and Vic Duke for the case of Argentina reiterate this basic analysis: globalization has exacerbated the economic disadvantages faced by Latin American football, but many of these problems could be ameliorated with more efficient business practices. Antonio Aidar and Rogan Taylor summarize the market research they performed for the Internacional team of Porto Alegre, Brazil, congratulate themselves for helping the team achieve success, and echo the other authors by concluding that Brazilian football suffers from a “lack of professional management.” Marcela Mora y Araujo (whose biography is inexplicably missing from the Notes on Contributors) makes the case that English football clubs should make an effort to ease the cultural adjustment of the South American players they hire. Finally, Katharine Jones analyzes the failure of the Women’s United Soccer Association in the United States. Although Miller asserts in the introduction that Jones’s essay provides a counterpoint to the discussions of Latin American football, no comparisons are offered.

Football in the Americas will be of interest to scholars of sports culture and business, and several of the essays exemplify the most innovative approaches to the topic. The book suffers, however, from both redundancy – we are told over and over again that the best Latin American footballers now play in Europe – and incoherence. Of the business scholars, only Crolley and Duke consider the cultural underpinnings of “unprofessional” business practices, and their treatment is superficial. For their part, Alabarces and Leite Lopes consider some of the ways transformations in the business of football have affected cultural practices and meanings, but again, only superficially. As a result, the book feels like a missed opportunity.

Matthew B. Karush

George Mason University

ADRIÁN BURGOS Jr.: *Playing America’s Game. Baseball, Latinos and the Color Line*. Berkeley, Los Angeles, London: University of California Press, 2007.

La aparición de un nuevo libro sobre el tema del béisbol y sus polémicas relaciones con el racismo institucionalizado en los Estados Unidos desde fines del siglo XIX hasta mediados del siglo XX, pudiera parecer un lugar común en una ya abundante bibliografía sobre el pasatiempo nacional estadounidense. Sin embargo, en el caso de *Playing America’s Game. Baseball, Latinos and the Color Line*, de Adrián Burgos Jr., se trata de un importante ensayo que, desde la perspectiva de los estudios culturales, aborda las diferentes maneras en que