

# Sport, Alcohol and Social Inquiry

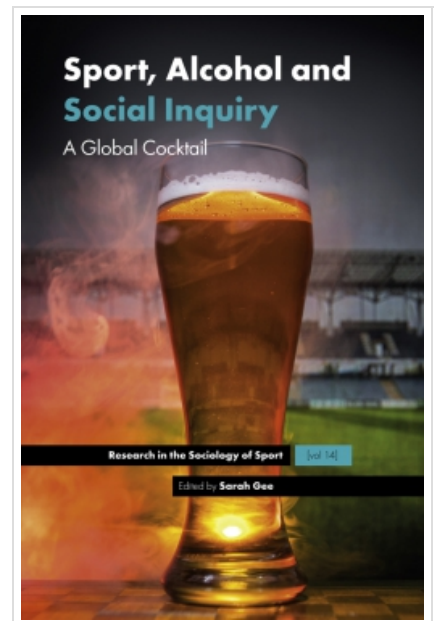
## A Global Cocktail

Research in the Sociology of Sport

Sarah Gee

## About the Book

In recent years, the relationship between sport and alcohol has become an increasingly popular topic for study, with many current research projects and publications aligning with a public health or medical focus. This volume prioritizes social inquiry and an emphasis on the sociological study of sport and alcohol to help (re)shape the terms of ongoing debates on this topic. Both emerging and expert scholars capture the contested terrain of the sport-alcohol nexus, exploring a range of issues and controversies with a specific focus on promotional culture, policy legislation/regulation, and identity politics. Chapters discuss the intricate social connections of what has become an entrenched, naturalized and global culture of alcohol promotion and consumption within sport. This volume is intentionally global in focus (with geographical regions represented by both chapter topics as well as contributors) and each chapter adds a truly valuable 'spirit' to making sense of the complex relationship between sport and alcohol.



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