

The Fifty Year Seduction How Television Manipulated College Football From



The Fifty Year Seduction How

In The Fifty-Year Seduction, Keith Dunnavant shows how television helped shape the modern sport---on and off the field. In painstaking detail, the author chronicles five decades of tension and conflict, from the 1951 television dispute that empowered the modern NCAA to the inevitable backlash, culminating with the landmark Supreme Court ...

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