# Contents

Preface vii

Introduction 3

One
The Argument: Sports As Culture in Industrial Societies—American Conformities and Exceptions 7

Two
The Formation of the American Sport Space: “Crowding Out” and Other Factors in the Relegation and Marginalization of Soccer 52

Three

Four
The Formation and Rearrangement of the American Sport Space in the Second Half of the Twentieth Century 128

Five
From the North American Soccer League to Major League Soccer 162

Six
The World Cup in the United States 201

Seven
The Coverage of World Cup ’98 by the American Media and the Tournament’s Reception by the American Public 235

Conclusion 264

Appendixes 273
A. A Statistical Abstract on Recreational, Scholastic, and Collegiate Soccer in the United States 275
B. A Sample of Opinion from American Sports Columnists and Journalists regarding the 1994 World Cup 282

Notes 299

Bibliography 341

Index 353
This page intentionally left blank