



# Fitness Culture: Gyms and the Commercialisation of Discipline and Fun (Consumption and Public Life)

*Professor Roberta Sassatelli*

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**Fitness Culture: Gyms and the Commercialisation of Discipline and Fun (Consumption and Public Life)** Professor Roberta Sassatelli

This book provides a sociological perspective on fitness culture as developed in commercial gyms, investigating the cultural relevance of gyms in terms of the history of the commercialization of body discipline, the negotiation of gender identities and distinction dynamics within contemporary cultures of consumption.



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