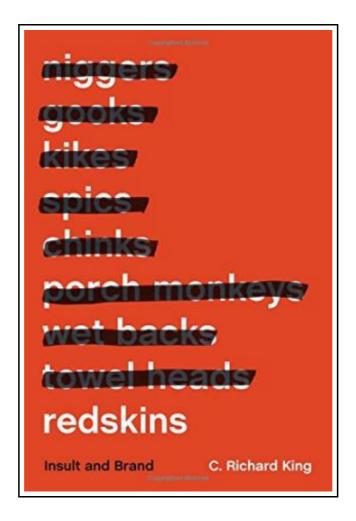
### Redskins: Insult and Brand (Hardback)



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University of Nebraska Press, United States, 2016. Hardback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book. Capitalizing on American Indian stereotypes The Washington Redskins franchise remains one of the most valuablein professional sports, in part because of its easily recognizable, popular, and profitable brand. And yet redskins is a derogatory name for American Indians. The number of grassroots campaigns to change the name has risen in recent years despite the current team owner s assertion that the team will never do so. Franchise owners counter criticism by arguing thatthe team name is positive and a term of respect and honor that manyAmerican Indians embrace. The NFL, for its part, actively defends thename and supports it in court. Prominent journalists, politicians, and former players have publically spoken out against the use of Redskins as the name of the team. Sportscaster Bob Costas denounced the name as a racial slur during a halftime show in 2013. U.S. Representative Betty McCollum marchedoutside the stadium with other protesters--among them former MinnesotaVikings player Joey Browner--urging that the name be changed. Redskins: Insult and Brand examines how the ongoing struggle overthe team name raises important questions about how white Americansperceive American Indians, about the cultural power of consumerbrands, and about continuing obstacles to inclusion and equality. C.Richard King examines the history of the team s name, the evolution of the term redskin, and the various ways in which people bothsupport and oppose its use today. King s hard-hitting approach to theteam s logo and mascot exposes the disturbing history of a moniker sassociation with the NFL-a multibillion-dollar entity that accepts publicfunds-as well as popular attitudes toward Native Americans today.



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