

Muhammad Ali taunted his opponents as he danced around the ring, ordering them to answer the question, "What's my name, fool?" Ali's refusal to use his given name, Cassius Clay, was a watershed moment of the 1960s, a time when the worlds of sports and radical politics collided. But social conflict has always existed in the world of big-time pro sports—often over the objections of the owners and media conglomerates in charge.

This book offers a provocative and engaging look at the dirty business of sports and the inspired people who play them. From icons of the past like Billie Jean King to today's global superstars like Kobe Bryant and Barry Bonds, Zirin engages with the world of sports like no other sportswriter today.

Dave Zirin is an angry young man, and he's not bashful about telling you why—no quarter asked, no holds barred. In his new book, *What's My Name, Fool?*, he calls out the many inequities he sees on the level playing fields. It's good to read such an impassioned critic taking sport to task in a manner we haven't heard in some time.

FRANK DEFORD, *Sports Illustrated* senior contributing writer, commentator on National Public Radio's *Morning Edition*, and longtime correspondent for HBO's *Real Sports*

Beautifully illustrates the connection between sports, struggle, politics, and resistance.
CHUCK D, Public Enemy

I am a baseball fan, and I love this book. It is so refreshing to have a sportswriter who writes with such verve and intelligence, who also has a social conscience, and who refuses to keep those parts of his life separate.

HOWARD ZINN, author, *A People's History of the United States*

The sports industry has long needed an alternative voice, someone to rage away at issues of money, race, and celebrity. Dave Zirin is that voice. He's right about some things. He's wrong about some things. But on every issue, he writes with attitude, with edge, and with humor. *What's My Name, Fool?* is must reading.

LESTER MUNSON, *Sports Illustrated*

Put this book down only to pray, eat, and sleep.
RALPH NADER, author, *The Good Fight*

Dave Zirin is America's best sportswriter.
LEE BALLINGER, associate editor, *Rock & Rap Confidential*

Dave Zirin is that rarest of commodities in sportswriting: an original voice. This book will be loved by both athletes who hate politics and activists who hate sports.

MARY RATCLIFF, editor, *San Francisco Bay View*

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"NO HOLDS BARRED . . . PASSIONATE" —Frank Deford

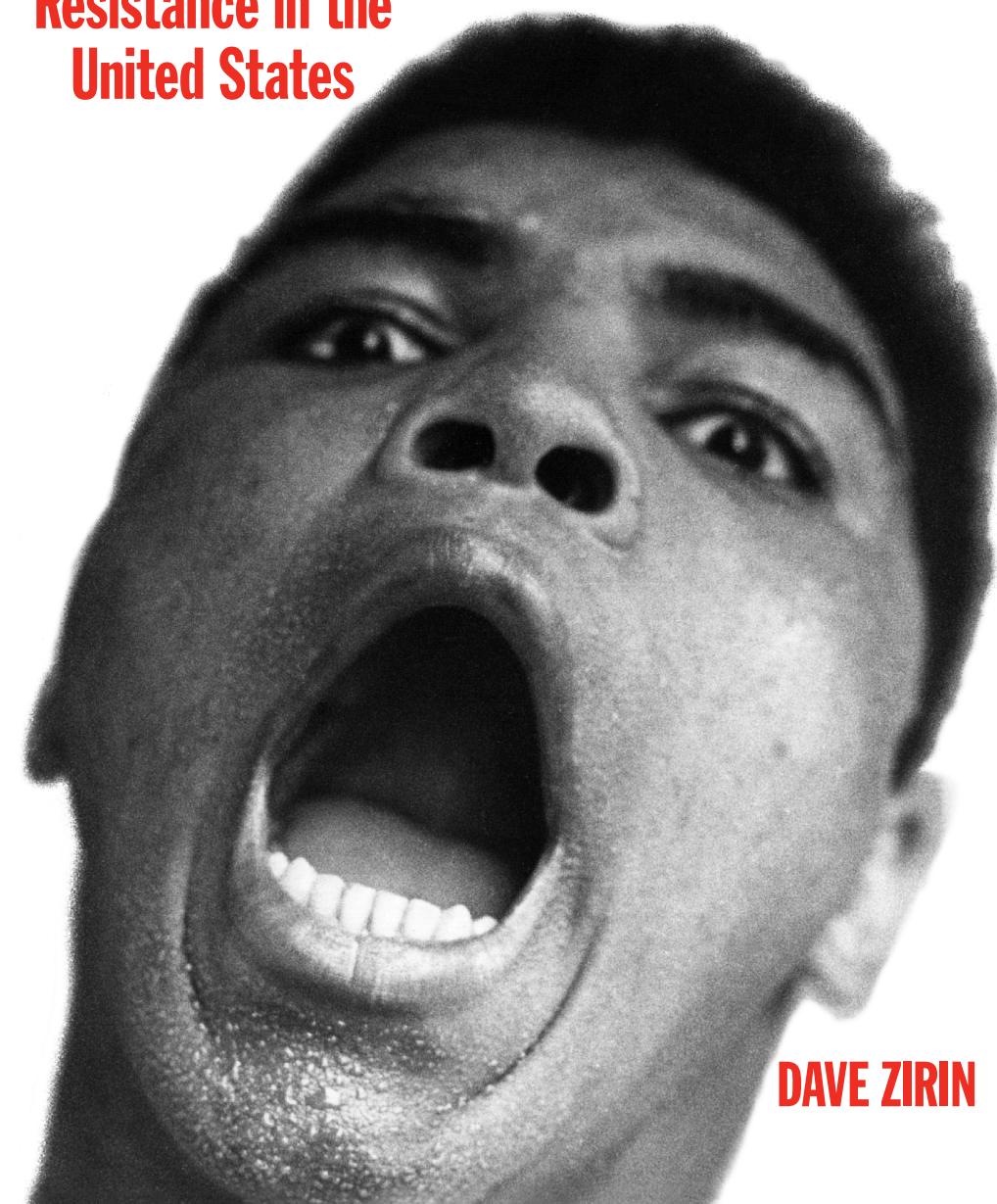
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