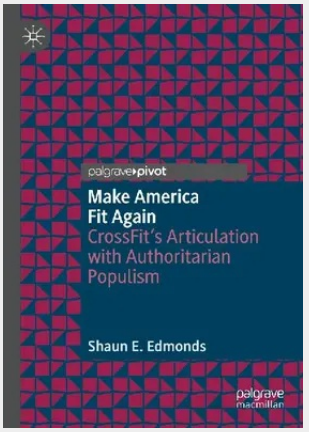
Edmonds

Make America Fit Again

CrossFit's Articulation with Authoritarian Populism



This book critically examines the CrossFit phenomenon and makes the argument that CrossFit uses the rhetoric and tactics found in modern forms of authoritarian populism to rally adherents around its brand. CrossFit is a private branded fitness organization whose unorthodox methods and adversarial leadership has challenged dominant ideas around health and fitness worldwide. In exploring CrossFit's articulations with healthism and the obesity epidemic, the risk discourse of the prepper and survivalist movements, and the increasing valorization of the military and military personnel, Shaun E. Edmonds makes legible the ideological underpinnings of the CrossFit practice. After a deeper look at how CrossFit's variation of authoritarian populism has been used to counter critics and mobilize the community, the book concludes by considering what might be next for CrossFit following former CEO and co-founder Greg Glassman's controversial departure from the company.

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