



# **Kicking Off: How Women in Sport Are Changing the Game**

Sarah Shephard

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There's a battle being fought. It's raging on the sports fields, in the newsrooms, and behind the scenes at all the major broadcasters. It's a battle that dates back further than any of us can remember, and yet it has lost none of its momentum--in fact, it's being fought with more vigor now than ever before.

The warriors are women in sports, and in this book their battles will be broken down to discover if and how they can ever be won. It will ask the questions that can no longer be ignored and tell the stories that can no longer be overlooked. It will be a vital tool in helping women switch their focus from the battlefield to the sports field, once and for all.

Why do the most successful female athletes earn less than their male counterparts?

Why are fewer women competing in top flight sports?

Why are viewing figures for women's sporting events so low?

All this and more, covered in a smart, feisty book, written by the features editor at *Sport* magazine.

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