



# Jocks & Nerds : Men's Style in the Twentieth Century

*Richard Martin, Harold Koda*

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With wit and perception, the authors have examined twelve social roles adopted by men in this century, tracing the fashions and fashion leaders that have helped shape them. The roles include the Worker, Rebel, Cowboy, Businessman, Military Man, Sportsman, Hunter, Joe College, Man About Town, Dandy, Jock, and Nerd. 375 illustrations, 150 in color.

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