

---

# Contents

---

<i>The Official Story:</i>	vii
<i>Dead Man Golfing</i>	
Introduction by Toni Morrison	
<i>The Greatest Story Ever Sold:</i>	3
<i>Marketing and the O.J. Simpson Trial</i>	
George Lipsitz	
<i>The O.J. Simpson Trial:</i>	31
<i>Who Was Improperly "Playing the Race Card"?</i>	
A. Leon Higginbotham, Jr., Aderson Bellegarde François, and Linda Y. Yueh	
<i>Dismissed or Banished?</i>	57
<i>A Testament to the Reasonableness of the Simpson Jury</i>	
Nikol G. Alexander and Drucilla Cornell	

<i>Color-blind Dreams and Racial Nightmares: Reconfiguring Racism in the Post-Civil Rights Era</i> Kimberlé Williams Crenshaw	97
<i>Bigger and O.J.</i> Ishmael Reed	169
<i>"Hertz, Don't It?"</i> <i>Becoming Colorless and Staying Black in the Crossover of O.J. Simpson</i> Leola Johnson and David Roediger	197
<i>If the Genes Fit, How Do You Acquit?</i> <i>O.J. and Science</i> Andrew Ross	241
<i>American Kabuki</i> Patricia J. Williams	273
<i>The Unbearable Darkness of Being: "Fresh" Thoughts on Race, Sex, and the Simpsons</i> Ann duCille	293
<i>Eye, the Jury</i> Armond White	339
<i>The "Interest" of the Simpson Trial: Spectacle, National History, and the Notion of Disinterested Judgment</i> Claudia Brodsky Lacour	367
About the Contributors	414