

1. Record Nr.	UNINA9910350272003321
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Titolo	Entering the Global Arena [[electronic resource]] : Emerging States, Soft Power Strategies and Sports Mega-Events // by Jonathan Grix, Paul Michael Brannagan, Donna Lee
Pubbl/distr/stampa	Singapore : , : Springer Singapore : , : Imprint : Palgrave Pivot, , 2019
ISBN	981-13-7952-1
Edizione	[1st ed. 2019.]
Descrizione fisica	1 online resource (XIII, 117 p. 7 illus.)
Collana	Mega Event Planning, , 2633-5859
Disciplina	304.2
Soggetti	Human geography Municipal government Urban geography Sociology, Urban Human Geography Urban Politics Urban Geography / Urbanism (inc. megacities, cities, towns) Urban Studies/Sociology
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Chapter 1. Introduction -- Chapter 2. Emerging States and the Shifting Balance of Global Power -- Chapter 3. Sports Mega-Events and the Concept of Soft Power -- Chapter 4. Brazil's Double Host Status -- Chapter 5. Russia's Unique Soft Power Strategy -- Chapter 6. China's Coming Out Party? The Beijing Olympics, 2008 -- Chapter 7. South Africa and the 2010 FIFA World Cup finals -- Chapter 8. Qatar's Global Sports Strategy: Soft Power and the 2022 World Cup -- Chapter 9. Conclusion.
Sommario/riassunto	Set against a backdrop of concerns about the potential break-up or radical change to the global world order, this volume sets out to investigate the use of sports mega-events by a number of emerging states. Sports mega-events, it is argued, can be understood as a key component in states' 'soft power' strategies, that is, their attempts to showcase their nations on the international stage, increase their power relative to others via non-coercive means and to increase trade and

tourism. Many studies on soft power simply cite the concept's founder (Joseph Nye) and make little attempt at unpicking the mechanisms behind its creation. This volume does this by shining a light on emerging economies and by putting forward a soft power 'ideal type' to aid researchers in understanding the strategies employed by states in advancing their interests.
