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Autore	Dubinsky Yoav
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Nota di contenuto	Introduction -- Chapter 1 - Sports, Country Image, Nation Branding, and Public Diplomacy: Theoretical and Conceptual Frameworks -- Chapter 2 - Nation branding and sports-washing in international football: Exploring the roles of country image through the evolution of the FIFA World Cup -- Chapter 3 --Sports, Nation Branding, and Public Diplomacy in a changing World: A Global Review -- Chapter 4 - The Olympic Games, Nation Branding, and Public Diplomacy in a Post-Pandemic World: Reflections on Tokyo 2020 and Beyond -- Chapter 5 - Title IX and the Land of Opportunity: Six Lessons on Brand America and U.S. Sports Diplomacy amid the 50 Years Anniversary of the anti-sex discrimination Education Amendment of 1972 -- Chapter 6 - International Football as a Nation Branding and Public Diplomacy Battlefield: The Case of the European Super League -- Chapter 7 - Sports-Washing -- Chapter 8 - Place branding and sports: From 'Track Town USA' to Oregon22 World Athletics Championships -- Chapter 9 - Sport-Tech Diplomacy: An Innovative Soft Power Tool for Nation Branding -- Chapter 10 -- Where is the World headed to? A Glimpse to

Sommario/riassunto

This book critically discusses the role of sports in nation branding and public diplomacy during the years 2020 and 2022, as the world was going through a global pandemic and health, economic, social, and political crises. The book argues that the use of sports for nation branding and public diplomacy goals is not new, but the changes the world went through required nations, places, communities, and individuals to modify and adapt the ways they use sports for country image purposes. After discussing global changes, the book outlines the theoretical frameworks of nation branding and public diplomacy, and discusses their manifestations through the evolution of the FIFA World Cup, the postponed Tokyo 2020 Olympic Games, the role of Title IX in American sports, the European Super League, the Oregon22 World Athletics Championships, the emergence of sport-tech diplomacy, and though the role of sports and the global order in an ever-changing world.
