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Sommario/riassunto	The Middle East is one of the fastest growing and significant markets in world sport, as well as a powerful source of investment in sport. Bids

for the Olympics in 2020 and the soccer World Cup in 2022, as well as remarkable investments in Formula One motor racing, horse racing and English Premier League soccer clubs, demonstrate the strength of interest, the depth of resource and the technical expertise maintained by sport business interests in the region. Sport Management in the Middle East is the first book to offer a serious and in-depth analysis of the business an
